February 1984

presstime

The Journal of the American Newspaper Publishers Association

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SPECIAL REPORT

Eyes on the Press: Whose Are They? Are They Enough?

Is Struggling Low-Power TV Late Bloomer Or Faded Rose?

CHAIRMAN'S CORNER

Broad ANPASURE program protects members and delivers substantial savings

With the new year barely a month old, it's a good time for newspaper executives to take stock and to review plans for making 1984 sound and successful. It's a good time to seek new ways to enhance our service, to improve our product, to increase our profit and to protect our investment.

ANPA is uniquely situated within the newspaper business to help you accomplish all these goals through training, research and particularly through a relatively new program, ANPASURE™.

William C. Marcil

ANPASURE is a comprehensive, general-insurance program first offered to ANPA members in the summer of 1982. It was developed specifically for newspapers by risk managers from ANPA-member newspapers.

In many cases, ANPASURE will reduce a newspaper's property and casualty insurance premiums. One sampling of ANPASURE participants showed savings that ranged from 17 to 38 percent a year. And, as I mentioned in a letter to members in December, for many newspapers their savings each year will be greater than their annual ANPA dues—as mine are for The Forum.

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The executive-risk provision covers kidnapping, ransom, and extortion and the related costs, plus many liability and defense costs associated with lawsuits.

There are a variety of workers' compensation plans in ANPASURE including a new one launched in January that offers significant cost reductions for members.

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And, during the year as you meet with colleagues who are not ANPA members, mention ANPASURE. It's one more very good reason for becoming an ANPA member.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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ANPA Executive Offices (703) 620-9500
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407, Dulles International Airport, Washington, D.C. 20041

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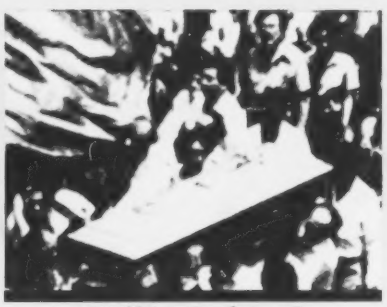

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Appeal has faded somewhat for LOW-POWER TV

Bureaucratic logjam has slowed development, but equipment and programming problems also surface

BY MARGARET GENOVESE
presstime staff writer

In September 1980, when the Federal Communications Commission announced authorization of low-power television, it was expected that thousands of mini-TV stations, each with a reach of no more than 15 miles, would spring up around the country.

Behind the low-power service was the FCC's desire to bring television service to areas either unserved or "underserved" by regular TV stations or cable TV systems.

Daily and weekly newspaper publishers were among those flooding the FCC with applications for permits to build such stations. Some hoped to use their newspapers' newsgathering resources to produce local news shows. Others applied without a clear idea of how they would use the electronic outlet. Still others applied for defensive reasons [presstime, May 1981, p. 40].

Almost three and a half years later, most would-be LPTV entrepreneurs are still waiting to see their expectations fulfilled; only 227 of the stations are on the air. Is the bloom off the LPTV rose?

For some, the appeal of low-power television has, indeed, faded. But others say the service is merely a late bloomer, its growth retarded by a monumental logjam of applications at the FCC.

The chief of the agency's low-power TV branch is one who believes it's too early to judge the success—or failure—of the service.

"I think when we have 1,000 low-power TV stations out there we will see whether the bud will turn into a full-blooming flower or not," says Barbara A. Kreisman. She is optimistic that the commission will make "substantial progress" this year on the approximately 8,000 pending LPTV license applications.

After proposing the service, the commission received so many applications that in April 1981 it imposed a freeze on new applications and set up a three-tiered system for accepting and processing them, grouping them according to their distance from major TV markets.

The freeze was later lifted for applications involving locations in the first, most rural tier. Thus far, still working on first-tier applications, the FCC has issued 378 construction permits. Permit holders have one year to complete construction of LPTV facilities.

Last summer, the logjam began to break up somewhat after the FCC began using a computer in processing applications. And in early fall, the commission implemented a lottery to award contested permits [presstime, Nov. 1983, p. 22].

Among those applauding the stepped-up activity is Washington, D.C., communications lawyer Howard M. Liberman. Liberman told the ANPA/Newspaper Advertising Bureau telecommunications symposium last October that until recently he would have advised those considering the new service to "forget it. Give up on low-power TV.

"Six months ago, it appeared hopeless at the FCC that they would ever get out of this bind that they had gotten in," he says. "What has happened is the FCC has really gotten moving."

The agency is now considering another procedural change that would accelerate even more the processing of new applications. The effect of this change would be to eliminate the chance that just before an LPTV license is to be awarded, a competing applicant emerges.

Pulling out. Despite the prospect for faster action at the FCC, not everyone remains bullish on LPTV, the technology of which is based on the "translator service" that is used to boost conventional television signals so they can be beamed to rural areas.

Functionally, low-power TV stations are much like their full-power cousins. But their more limited reach means they require less elaborate and less expensive equipment.

LPTV's limited reach also means fewer federal rules and regulations. For instance, while the FCC prohibits ownership of full-service stations by daily newspapers in their communities, there is no similar prohibition for low-power stations.

These two features—relatively low start-up costs and a favorable regulatory climate—found favor with newspaper publishers in the early going.

Gannett Co. Inc., for example, applied for permits for stations in Little Falls, Minn., and Bellingham, Wash., where it published the Little Falls Daily Transcript and The Bellingham Herald, both dailies.

Early in 1982, Gannett was awarded a construction permit in Little Falls, but it did not build a station. [Later that year, it closed the Little Falls paper.] In 1983, it withdrew from the competition for the Bellingham permit just prior to the first LPTV lottery on Sept. 29.

Asked why Gannett pulled out of the LPTV picture, Executive Vice President Douglas H. McCorkindale explains that the company's original "game plan" had called for a large effort to be made in the field, including applying for permits in each of its newspaper markets. But the application freeze, rule changes and processing delays so impeded the plan it "didn't seem to be worth our pursuing aggressively," he says.

Another newspaper company, The Clinton Daily News Co., is taking its time entering the field. It asked for, and received, an extension of the construction deadline for an LPTV station in that Oklahoma town. "We did not immediately rush out and begin broadcasting," says President Stephen C. Engleman. "We are trying to take as conservative an approach as possible to a new industry that nobody seems to know much about."

As publishers who have LPTV stations on the air attest, there are some problems besetting the new service. Two of the major ones have to do with equipment and programming.

Thomas D. Bell, publisher of The Ladysmith [Wis.] News, a weekly, says equipment problems have plagued the low-power station in Ladysmith for which Bell Press was awarded a license. The station

operates a pay-TV service but has encountered difficulty getting the right equipment for scrambling and descrambling its signal, an integral part of pay-TV operations.

Bell reports that the year-old-station has just 30 subscribers to its pay service and that because of reception problems, only 10 are actually paying for it.

Programming problems. Originally, Bell's company planned to produce local programming. But after determining the staffing costs, those plans were dropped in favor of the pay-TV setup. Bell estimates losses on the project to date have been about $100,000.

Unlike Bell Press, Montgomery Publications is producing local programming on the commercial station it put on the air a year ago in Junction City, Kan. Montgomery Publications publishes the Daily Union there. The local programs are a half-hour newscast every weeknight, a half-hour sports program twice a week and three hours of classified advertising daily.

According to Vice President John G. Montgomery, finding "decent programming" with which to supplement the local shows has been a big problem. With so few stations operating in the country, he observes, there has been little incentive for the development of programming on a national basis for low-power stations.

Last October, the Junction City station affiliated with the JPD Television Network. JPD, which first went on the air Sept. 19, claims to be the only network offering satellite-delivered programming exclusively to low-power stations.

The 80 hours of syndicated "family entertainment" programming distributed weekly by the network looks a lot like the lineup offered by independent, full-power stations—early morning cartoons, morning game shows, early afternoon movies, late afternoon reruns of former network series and prime-time movies.

JPD currently has "about a dozen" low-power TV affiliates, according to publicity director Denise McGahee. It charges its affiliates a fee based on market size. The minimum charge is $4,700 a month

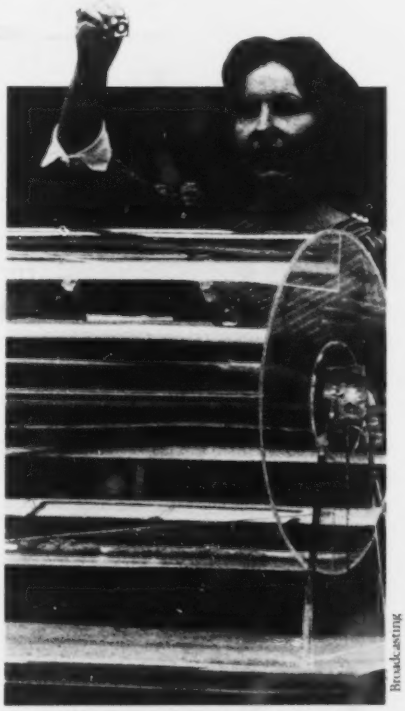
Prior to affiliating with JPD, the Junction City station had been carrying programming from the Satellite Program Network, a service used primarily by cable TV systems. SPN does not charge stations using its programs because, according to a spokeswoman, it is supported by national advertising.

Its programming includes a variety of what could be described as "how-to" shows—on crafts, sewing, microwave cooking, financial matters, etc.—and international programming. According to marketing representative Brenda S. Gilbert, SPN has 30 low-power TV clients.

The lack of substantial numbers of low-power TV stations not only is keeping programmers away, it also is inhibiting advertising for the new service, contends Bruce H. Fenske, publisher of The Journal in New Ulm, Minn.

Fenske, who doubles as general manager of the LPTV station that began operating there last March, explains that, for example, a retailer with several stores in a region would be more likely to go to the expense of producing a television spot if there were a network of low-power stations in the area. Fenske's station produces two half-hour local newscasts a day, and it also carries news from a station in Minneapolis-St. Paul, a business program from the U.S. Chamber of Commerce and SPN programs.

In addition to more stations, James F. Dorrance would like to see some changes in the FCC's LPTV regulations. Dorrance, general manager of both the Rice Lake (Wis.) Chronotype and the newspaper's low-power station in that community, says the commission should allow stations to use more power so that they can extend their reach.



Broadcasting

FCC staffer Maureen Peratino draws a winner in the first LPTV lottery.

He says the FCC also should include low-power stations among those that must be picked up by local cable TV systems. Under FCC regulations, cable TV systems must carry the signals of local full-power stations, but they are under no such obligation with regard to LPTV.

Dorrance's station stresses local programming, which it supplements with programming from the SPN. On the air since last June, it is not currently profitable, he says.

But low-power TV should be considered a long-term venture, he says, adding, "I don't know anyone who is going to get rich quick in the low-power business."

Dorrance points out that the nation's very first low-power station "scaled back" when it ran into financial problems.

That pioneering station, Channel 26 serving Bemidji, Minn., went on the air in December 1981 with commercial programming during the day and a subscription movie service at night. When it failed to generate enough advertising to support a 22-person staff, the station dropped its commercial programming last April in favor of 24-hour subscription movies, a service that runs with only four staffers. As a consequence, the station went from operating "substantially in the red to operating in the black," according to John W. Boler, president of Community Broadcast Inc.

However, Boler has received FCC permission to change Channel 26's status to a full-power station. He says he will do that if he is granted a license for a second low-power station in Bemidji. His hope is to transfer the pay-TV service to that second low-power station and to try again to establish a commercial station—but this time at full-power capability that could appeal to regional and national advertisers.

The option exercised by Boler is not open to everyone. Because of regulatory restrictions, LPTV stations in relatively few instances would be able to convert to full-power status. In addition, LPTV operators that also own a daily newspaper in the same community would be prohibited by FCC cross-ownership regulations from moving up to full-power.

That LPTV stations thus far apparently are generating more problems than profit would come as no surprise to former FCC Commissioner Robert E. Lee. When low-power TV was first proposed, Lee warned that the reach of the stations could be limited and that the service "certainly isn't going to be a license to print money."

In other words, the FCC never promised low-power TV entrepreneurs a rose garden. □

Charging for local calls could hurt data bases

BY C. DAVID RAMBO
presstime staff writer

The advent of unit-measured local telephone rates may serve as a disincentive for people to use telephone-based, consumer videotex services. But like many other challenges in these early days of computer-based information retrieval, the problems are not insurmountable.

There are technological developments that promise to ease the unit-pricing challenge.

Some observers say the main concern is that rates based on the number and duration of local calls could discourage users from spending long periods on the phone connected to data bases, or from dialing them up in the first place.

Most states have some form of measured as opposed to flat-rate service. It is a trend accelerated by the Jan. 1 divestiture of AT&T.

One electronic publisher especially concerned about its effects is Mike Hurd, editor and general manager of Harris Electronic News based in Hutchinson, Kan. "I think it has the potential of hurting quite a bit," he says. The prospect of higher telephone bills could make subscribers, currently numbering about 300 in the Hutchinson and Kansas City areas, "think twice" about using the electronic news service, Hurd explains.

The Source, a national videotex service with nearly 50,000 subscribers, believes measured service will be a "disincentive to all communications—data as well as voice—and is, in our view, contrary to the public interest," according to a spokesman in the company's McLean, Va., headquarters.

However, even these somewhat worried industry observers acknowledge that the severity of the problem will vary according to what phone charges will be under unit pricing and what mix of solutions will be available.

Kenneth G. Bosomworth, president of the consulting firm International Resource Development Inc. of Norwalk, Conn., predicts that the new way of charging for each local telephone call will have "minimal" impact on use of data bases. He cites development of new technology allowing users to "download"—that is, to receive—data-base information quickly. In such a system, personal computer users are able to "extract a chunk of information and examine it at their leisure." The process allows a briefer hook-up time on the phone.

The Dow Jones News Retrieval Service offers four software packages allowing subscribers to download, according to Thomas Pace, communications counsel of Dow Jones & Co. Inc.

Another possible way to reduce the negative impact of unit-based pricing could be use of a packet-switching network allowing more efficient and less costly data transmission at the local level. Such systems already are in effect for national services like Tymnet and Telenet, and Pace says Dow Jones is working on its own network to be called DowNet.

The first local data transmission network was developed by Bell South and is being used in Southern Florida by Viewtron, the videotex venture of Knight-Ridder Newspapers Inc. The special data transmission network is called Local Area Data Transport, or LADT.

Robert A. Morrow, manager/media relations of Bell South, points out that the LADT allows simultaneous data and voice transmission over a single line going to a household.

He says charges for consumer use of the LADT are, between 9 a.m. and 10 p.m., 4 cents for the first minute and 1.8 cents per minute thereafter; and between 10 p.m. and 9 a.m., 3 cents for the first minute and 1.6 cents per minute thereafter. Optional monthly rates are $12 for the first 12 hours and $5.75 for each succeeding six-hour increment.

Thomas R. Ray, manager of advertising and public relations for Keycom Electronic Publishing, says his company has worked out another switching alternative with Illinois Bell for a videotex system to be introduced in mid-April in the Chicago area.

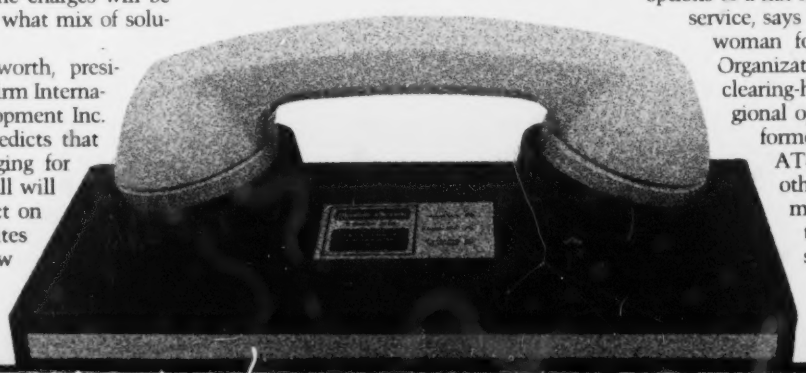
Ray says calls to the service will bypass the phone company's central switching facility and therefore will not be subject to unit measure.

Larry T. Pfister, chairman of the Videotex Industry Association, says unit-based pricing will encourage development of alternatives to the telephone lines, such as cable television. "Data transmission is a tremendous opportunity for cable," he says.

Although not instigated as a result of the Jan. 1 divestiture of AT&T, the trend toward unit-based pricing for households and businesses nonetheless was speeded up by that dramatic change in the nation's telecommunications system. That's because local calling previously was subsidized by AT&T through tolls for long-distance calling. The spun-off local operating companies now must find ways to replace those funds—expected to be in the range of $17-18 billion annually.

"Usage-sensitive pricing is one way to make up that lost money," notes Kathleen Criner, ANPA director/telecommunications affairs.

To date, public utility commissions in 40 states have approved some form of unit telephone pricing, mainly as consumer options to a flat rate that offers unlimited service, says Roberta Weiner, spokeswoman for the Central Services Organization, an information clearing-house for the seven regional operating companies that formed Jan. 1 as a result of AT&T break-up. Several other states' utility commissions have before them petitions for measured service. □



ANNUAL ACCOUNTING

Nineteen journalists slain in 1983 attacks

BY MARCIA FRAM
presstime staff writer

Journalism is still dangerous, and freedom of the press continues to be limited in vast areas of the world, according to annual reports issued recently by several organizations that monitor press freedom.

Nineteen journalists were killed in incidents of political violence last year, an increase from nine in 1982, according to Freedom House, which monitors political freedom around the world.

In addition, "only a small part of the globe can boast that free speech is respected and honoured. The rest of the world is 'gagged,'" said Executive Director Peter Galliner in the International Press Institute's World Press Freedom Review.

Galliner reported to IPI members that "throughout the world, press freedom continues to take a turn for the worse."

However, Leonard Sussman, executive director of New York City-based Freedom House, wrote in his annual report that "the degree of governmental influence on or control of the print and broadcast news media varied little during the year."

Both groups expressed concern with what Galliner called "a tacit shift from individual freedom and rights to collective ones."

Although Sussman said U.S. and Soviet delegates balanced each others' victories and defeats on press issues at 1983's UNESCO General Conference, he pointed to a possible increase in press controls if Soviet views of a "new world information and communication order" should prevail in the international organization, which the U.S. plans to leave. (See story, p. 32.)

In addition to governments' desire to control the press, the Inter American Press Association said part of the "depressing and sometimes alarming story of a free press under attack from all directions" is due to a "rising tide of political violence in the ideological struggles" of Latin America [presstime, Dec. 1983, p. 14].

In 1983, the president of IAPA sent 36 messages to 23 countries protesting press limitations. The IPI issued more such protests—65—than at any time in its 32-year history.

The State Department's annual report on human rights, including press freedom, will be released this month.

In addition to the 19 journalists killed last year (including eight in one incident in Peru), four were kidnapped, 10 were threatened with death, 80 were arrested, 19 were expelled from 17 countries and 24 were beaten or had their offices bombed, according to Freedom House. Forty-one journalists, publications or articles were singled out for "special censorship" beyond the regularly imposed press controls of 18 countries, the organization added.

With the exception of the death toll, Freedom House's figures for the other types of incidents were down from 1982 [presstime, March 1983, p. 16].

Nonetheless, Galliner said in a presstime interview, "the situation is continuously deteriorating."

David Chiel, associate director of the New York City-based Committee to Protect Journalists, agrees. He told presstime: "The situation continues to be bleak," particularly in countries "where there is no tradition of a free press." His committee defends threatened journalists, alerting U.S. and foreign governments on a case-by-case basis.

Country by country. In general, Freedom House concluded print media are free in 35 percent of the world's countries, while broadcast media are free in 23 percent.

Singled out for particularly strong criticism by IPI, Freedom House and the journalists' committee were Turkey, Paraguay and the Philippines, where journalists were jailed or fined, and newspapers closed or raided, by governments dominated by military forces.

Standards of press "freedom" vary. In Poland, the government's inability to silence the opposition press was one of the reasons Freedom House raised the status of Poland, along with South Africa and Yugoslavia, from a "not free" to "partially free" rating in 1983.

The government-banned Association of Polish Journalists has created a flourishing, though illegal, underground press, and a relatively independent, though licensed, Catholic press continues to publish in Poland, Freedom House noted.

The Committee to Protect Journalists, however, has expressed concern about the ultimate safety of underground journalists in Poland.

AP

Crowd surrounds coffin of journalist in Lima.

In South Africa, according to IPI estimates, 60 percent of daily and Sunday newspaper editors have been either "convicted or threatened with prosecution" for violating a wide range of laws limiting their freedom to report on such areas as defense, prisons and oil supplies.

Yet Chiel said the committee considers the South African press the "most outspoken in Africa," and the director of Freedom House's annual survey, Raymond D. Gastil, maintains there is still sufficient "aired controversy" to consider the country's media "partially free."

The slayings of the eight journalists a year ago in Uchuraccay, a remote area of Peru, was 1983's most dramatic challenge to press freedom.

A Peruvian government-appointed panel concluded that the journalists were mistaken by local villagers for members of a hostile terrorist group, but some questions about the killings linger.

The United States was criticized by IPI, IAPA and Freedom House for banning the press in the initial two days of the Grenada invasion and for initiatives by the Reagan administration aimed at limiting the scope of the Freedom of Information Act.

IPI's Galliner, in a strongly worded plea for more than the current "minimal" coverage of press freedom violations, called on "the media to lead the battle in the defense of freedom of expression."

IAPA President Horacio Aguirre, publisher and editor of Diario las Americas, a Spanish-language paper published in Miami, singled out state licensing of journalists as "one of the most serious threats against freedom of expression." □

STRIFE OVER

Oakland-San Francisco suit highlights

BY C. DAVID RAMBO
presstime staff writer

A suit filed by The Tribune of Oakland, Calif., against the two San Francisco dailies highlights a deep split within the newspaper business over rights to syndicated material.

The Tribune claims the San Francisco Chronicle and San Francisco Examiner violate antitrust law by holding territorial exclusivity in Alameda County for more than 115 syndicated features and columns. Oakland, across the bay from San Francisco, is in Alameda County.

The restriction "inhibits our ability to present a fully balanced editorial perspective to our readers," says Kate F. Coleman, marketing director of the 149,828-circulation Tribune, a morning paper.

By late January, the Chronicle and Examiner, partners in a joint operating agreement, had not formally responded to the suit, which was filed in late December in U.S. District Court, San Francisco. But Phelps Dewey, assistant to the publisher of the Chronicle, contends that the suit has no merit.

The Tribune did not file suit directly against the syndicates involved. Larry A. Frankel, the newspaper's general counsel and vice president of operations, explains: "It is our belief . . . that the syndicates would be very happy to sell us all the material we wanted" were it not for existing contracts they have with the San Francisco dailies.

Syndicates, which sell and distribute columns, comics and other features to newspapers, traditionally have sold territorial exclusivity—usually for a premium—to their biggest newspaper customers [presstime, Jan. 1982, p. 16]. In some cases, newspapers also hold exclusive rights for Sunday magazines and for material provided by supplemental news services.

"It is an honest and legal business practice that has been engaged in a good long while," says Robert Roy Metz, president/chief executive officer of United Feature Syndicate.

He also says, however, that the increasing numbers of Sunday newspapers and the growth in the suburban press have resulted in a trend toward much more limited regions of exclusivity and broader sales.

In the middle. Some syndicate officials feel they are stuck in the middle of the dispute. "We get caught in these firefights," says Metz. "We're not engaged in setting policies and practices in the newspaper industry." UFS does not make offers of exclusive publication rights, according to Metz, but does entertain a newspaper's request for those rights.

If exclusive rights are requested and purchased from United Features, the newspaper is required to pay the regular price plus another 50 percent in the area for which exclusivity will be granted, according to Metz.

The syndicate president also says there are dozens of examples in which a newspaper has acceded to a UFS request that exclusive publishing rights be given up because another publication in the region wanted a particular feature. "It does happen a lot," he says, and when it does, there is a price adjustment for the original client.

According to experts in the syndicate field, exclusivity rights generally follow guidelines set forth in a 1975 antitrust consent decree outlining geographic exclusivity boundaries allowed for syndicated features in the Boston market.

That decree was part of the settlement of an antitrust suit the Justice Department had filed against The Boston Globe and three syndicates. The government charged the newspaper and syndicates with restraining trade through unreasonably large, exclusive-publication territories.

Specifically, the decree says the Globe may exercise exclusivity rights over newspapers that meet three tests:

- That they have a weekday circulation of more than 11,750 copies
- That they publish in a county where the Globe's daily circulation is at least 5,000 copies
- That they publish in a county where the Globe's combined daily circulation equals at least 20 percent of the households in that county.

Although the decree is regarded as something of a guideline for industry conduct because there is no court precedent, observers say its three-part test does not necessarily apply in other geographic areas.

Also, some experts note that owners of copyrighted material have constitutional rights to that work product—including, perhaps, not selling it to certain parties.

In another case that went all the way to the U.S. Supreme Court, members of the Associated Press were told they could not block their competitors from joining the

"It is an honest and legal business practice that has been engaged in a good long while," says Robert Metz, president/chief executive officer of United Feature Syndicate.

SYNDICATES

the issue of territorial exclusivity

news cooperative. The Tribune suit rests partly on that 1945 decision.

Critics speak out. Many editors of newspapers that cannot buy desired features applaud the Tribune for raising the exclusivity issue in court.

One of them is William B. Ketter, editor of The Patriot Ledger in the Boston suburb of Quincy, Mass., who says that newspapers' asking for and then purchasing territorial exclusivity is "hyprocrisy and in fact a major sin for American journalism."

The newspaper business has "people going around the country saying we believe in the free flow of information under the First Amendment. Yet when you get right down to it, we do not believe in the free flow of information when it affects us competitively," Ketter says. Holding exclusive rights to syndicated material "shuts off the free flow of information."

The Massachusetts editor says syndicates should declare they will not sell anything exclusively. He concedes that syndicates are unlikely to do so, and "what this will get around to is a court determining that this is an antitrust practice."

Ketter says his newspaper has considered lawsuits over exclusivity rights held by The Boston Globe and The Boston Herald but has not gone forward with them because of the undoubtedly high legal expenses involved. The same holds true for many suburban newspapers in other markets across the country, he says.

Another critic of territorial exclusivity, Thomas B. Littlewood, says, "I can tell you that many editors have kind of a guilty conscience over the way that they're able to get away with these big territories."

Littlewood, a veteran newspaper journalist and now head of the Department of Journalism at the University of Illinois, adds that the question is "compounded by the fact that some of these big papers buy up features they never use just to keep them out of the hands of some of their smaller competitors."

Some editors, including Ketter, say there is nothing wrong with two newspapers in the same market running the same syndicated feature, like Peanuts.

Dewey of the Chronicle and other metro executives see plenty wrong with it, however.

"In a competitive situation," he says, "a feature which is in all of those (competing) papers is worthless." In the case of the Chronicle, which covers a vast region from Bakersfield to the south, the Oregon border to the north and the Nevada border to the east, "the only way we can attract readers out there is to make our paper different than the rest." Good, unique syndicated features help make that distinction, he says. "It would be hard to compete without those exclusive syndicated features."

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William A. Hilliard, executive editor of The Oregonian of Portland, also maintains that his newspaper is entitled to exclusive rights for features—especially when new ones are being tried. "We feel that we took the chance, paid a premium price and should have the exclusive rights," he says.

The Columbian of nearby Vancouver, Wash., a competitor of the Oregonian, is unable to buy features including Peanuts, Dear Abby or Ann Landers because of the Oregonian's hold on them, says Tom Koenninger, editor and vice president of The Columbian. "It's the reading public that's losing out," he adds. □

"When you get right down to it, we do not believe in the free flow of information when it affects us competitively," says William B. Ketter, *editor of* The Patriot Ledger, Quincy, Mass.

MANAGEMENT

Editors changing their tune

BY VIRGINIA TADIE

Editors have long avoided formalized personnel and training programs for their newsrooms. Instead, they have demanded autonomy and the freedom to manage as they see fit.

But the situation is changing. Not only are many editors now willing to become involved in personnel practices they formerly scorned, they are demanding help in the one area they guarded most jealously—managing their people [presstime, March 1981, p. 6].

As one editor puts it, the stereotype of the crusty old editor bellowing at the frightened young reporter is giving way, with the help of personnel specialists, to a more sophisticated management style.

"Editorial policy must remain in the newsroom, and editors must question anyone or anything that threatens to intrude," says Paul N. Pohlman, director of the University of Chicago's Management Institutes. But, he stresses, this does not mean that newsrooms must remain completely outside the organizational framework.

Tadie is former personnel relations associate in the ANPA Labor and Personnel Relations Department.

Robert J. Jendusa of the Austin (Texas) American-Statesman notes that in past years newsroom managers were continually fighting battles—with advertising over space, production over deadlines or management over budgets. Because of this, "editors did not feel a part of the organization's network," he says, "and therefore had not taken advantage of those things that other departments have to offer," including training programs and personnel-relations tools like performance appraisals.

Moreover, there has always been the fear that a personnel director will step in and attempt to take the management process out of the editor's hands. "Newspaper personnel practitioners have no desire to take over that process," says Patricia P. Renfroe, ANPA's manager/personnel relations. Their role should be that of "internal consultant," she notes, "to help make their (editors') management responsibilities easier."

Harry T. Whitin, director of employee relations for the Worcester (Mass.) Telegram and Gazette, and a former editorial staffer, believes the personnel director should even be part of the newsroom's hiring process, an area traditionally "off-limits" to personnel officers.

"Because editors have had reporting experience," Whitin says, "they assume that they can successfully conduct employment interviews. But the two are nothing alike. The personnel professional can help prevent a hiring mistake by bringing in the necessary interviewing skills."

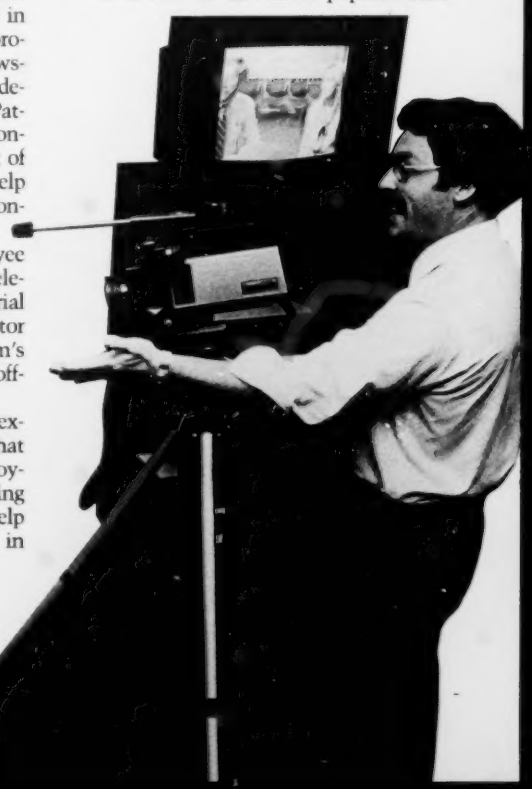
"The people managing the newsroom," the University of Chicago's Pohlman observes, "are professional journalists—reporters and writers who have spent the better part of their careers developing and using their journalistic skills. They are experts in their fields—skilled in developing story ideas, news judgment and editing—but they have spent little or no time developing managerial skills or looking at issues of organizational structure and development, hiring policies and similar concerns."

A number of studies show that editors themselves feel they lack managerial skills and knowledge.

Another indicator is attendance at Leadership in the Newsroom workshops conducted by Pohlman for ANPA, the American Society of Newspaper Editors and the Associated Press Managing Editors Association.

Stephen E. Palmedo, ANPA's manager/training services, reports that since the inception of the workshops in 1981, 200 editors have attended.

"It is one of our most popular offer-



Preparing for taped interview sessions at the Austin daily are (from left) Bruce, Kay Carpenter, Arnold Garcia and Jendusa.

ings," Palmedo notes. "Editors come to the workshop with all sorts of questions and problems, but most of them have one thing in common. At some point in their careers, they have been the victim of poor management."

Why is management in the newsroom changing? James S. Ciavaglia, associate editor of the Asbury Park (N.J.) Press, cites two principal reasons.

"First," he says, "attitudes have changed. We now have people in the business who are more attuned to financial rewards, fringe benefits, career goals and long-term planning. Managerially and administratively, more expertise is needed than ever before."

Second, in the last decade newspaper owners, especially of family-owned papers like his own, have become more aware of the need to control costs and generally to run an efficient operation, he says.

Whitin of Worcester agrees that the changing attitudes can, in part, be attributed to changing economics. "The need to tighten our belts," he says, "has led to an increased emphasis on productivity. And improving performance demands better management skills."

Jendusa, who developed the Austin paper's supervisory training program for the newsroom with the help of Managing Editor Jeff Bruce, agrees. Bruce and Jendusa later wrote an article about their joint endeavor and emphasized the growing awareness that newspapers are indeed businesses and are, or must be, profit-motivated. In it, they pointed out that "while most productivity gains in the past have been achieved through technological change . . . future productivity gains will have to come in better management and utilization of what we call our most important resource: people."

As the American-Statesman's director of training and development, Jendusa waited until the editors themselves decided they were in need of management-skills training before getting involved in the newsroom. "My approach to training is to wait until I am invited," says Jendusa, "and then to talk with the department about what we can do together to solve the problems they (managers) have identified."

Bruce and Jendusa found that the needs of newsroom managers closely coincided with those specified by other managers and supervisors at the paper. They also felt that exposure to other managers and their problems would be a good learning process for editors, so programs that included various department heads were designed.

About three-quarters of the newspaper's newsroom supervisors have participated in at least one management-training session so far.

Another managerial program was put together at the request of editorial departments of newspapers owned by Harte-Hanks Communications Inc.

Giles E. Padel, corporate director of training, surveyed editors to find out what their problems were and what training they felt they needed. "Issues like turnover and communication came up," says Padel, "but by far the number one issue was management development. Editors wanted answers to questions such as 'What is leadership all about?' 'How do I acquire the necessary skills such as effective delegation or constructive discipline?' "

Armed with the list of concerns, Padel developed a series of training segments. Newsroom staffers with good "people-skills" were asked to act as trainers. They were supplied with videotapes, written instructions, directions and support materials to conduct each segment of the program [presstime, April 1980, p. 32].

"We recently had 345 people go through the program," reports Padel, "and the evaluation forms showed 94.7-percent effectiveness. That was better than I had personally set out to do."

Whitin believes in the "bits and pieces" approach to managerial training. "Instead of wholesale changes," he says, "we start out with a basic program such as performance appraisals or interviewing skills." This way, managers have "one little look" and are interested in seeing more. "It's a more subtle way of changing management styles in the newsroom," he says, "and meets with much less resistance." □

Are daily papers losing favor with J-students?

Daily newspapers hired proportionately fewer new journalism graduates in 1983 than they did in 1982, according to the annual Dow Jones Newspaper Fund/Gallup placement survey. Nonetheless, dailies continued to hire more of them than any other media entity.

The survey polled 962 of the approximately 17,700 May/June 1983 journalism graduates and received responses from 572.

Dailies hired 9.4 percent of them, down from nearly 12 percent in the 1982 study [presstime, March 1983, p. 25]. Weeklies hired 4.8 percent of the 1983 respondents, up from 4 percent.

Other places where the graduates found work were wire services, 0.4 percent; freelance writer or photographer, 0.8 percent; radio stations, 6.1 percent; television stations, 5.8 percent; radio/TV combined, 0.2 percent; magazines, 1.9 percent; public relations, 5.9 percent; advertising, 5.4 percent; and public relations/advertising combined, 2.7 percent. Various other types of media-related jobs accounted for 6.7 percent, and non-media-related jobs accounted for 30 percent. In addition, 6.5 percent went on to graduate school or law school.

Of those who were unemployed, 11.8 percent said they were seeking media jobs while 1.2 percent said they were seeking non-media work. A small percentage, 0.4, were not looking for employment.

In a turnabout, 16.1 percent of responding minority graduates were hired by daily newspapers, compared to 10.3 percent in 1982. The percentage of responding minority graduates hired by television stations was 4.3, down from 17.2.

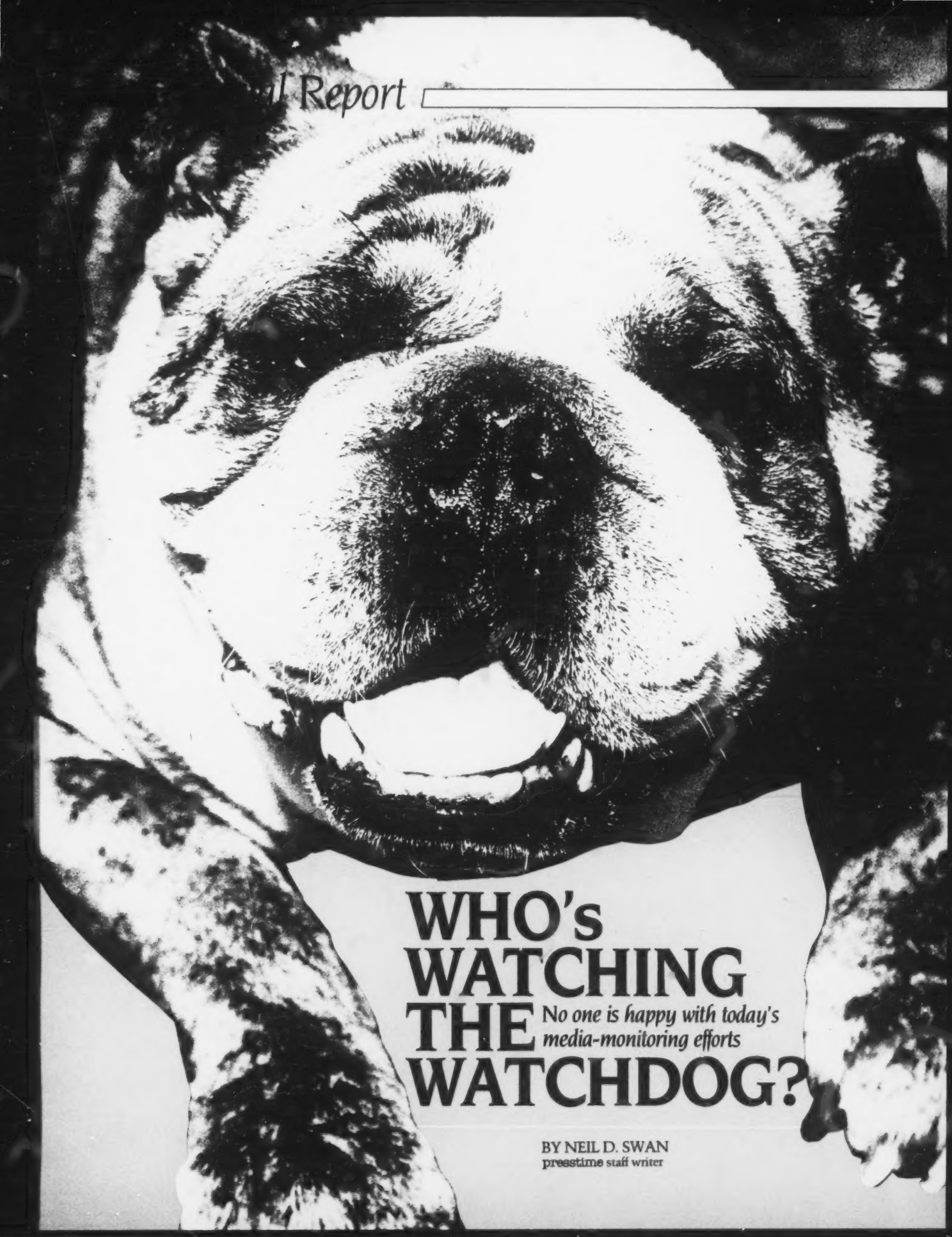
However, Newspaper Fund Executive Director Thomas E. Engleman advised against attaching too much significance to the year-to-year comparison of minority placement. The schools involved in the sample change each year, and the number of minority graduates responding is small, he explained. In the 1983 survey, 9.8 percent of the respondents were members of minority groups.

The median starting salary for 1983 graduates hired by daily newspapers was $215 a week, which is $5-a-week lower than in 1982. In broadcasting, the median starting salary also was $215, in advertising $245 and in public relations $255.

In a question added to the survey this year, the graduates were asked what ratio of journalism to liberal arts courses best prepares a student for a journalism career. That has long been a topic of debate in journalism-education circles.

Only 5.8 percent said they thought the 25/75 ratio of journalism to liberal arts recommended by the Accrediting Council on Education in Journalism and Mass Communications provides the right mix.

Ninety-one percent endorsed ratios with a higher proportion of journalism courses. The largest of that group, 33.7 percent, favored a 50/50 split. □



WHO's WATCHING THE WATCHDOG?

No one is happy with today's media-monitoring efforts

BY NEIL D. SWAN
presstime staff writer

Americans have long had a love-hate relationship with their press but, at last look at the scoreboard, hate seemed to be inching up. And, as a result of recent events, more and more people are asking: Who watches the media?

Who even *tries* to keep tabs on the news media, the least regulated of all American institutions?

Recent events underscore the fact that virtually everyone who reads publications, listens to radio or watches TV monitors the performance of newspapers, magazines and broadcasters. But the fact that there is no coordination, no formalization and no enforcement powers in America's many media-monitoring efforts may lead to public frustrations that could prove troublesome for the press, some observers feel.

So who's watching the watchdog of the public interest?

Everyone. And no one.

Everyone's watching, yes, but no one—in or out of the media—appears satisfied with the process.

Many publishers and editors, wire service executives and broadcast journalists admit they were stunned at the anti-media sentiment expressed in the public's reaction to the Grenada news blackout. Countless Americans expressed outright glee at the frustrations of the media.

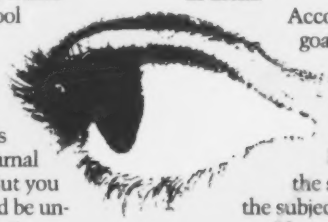
People in the press say they've heard it all before. The complaints against the media are, to many newspeople, hackneyed cliches. And many print journalists lay a large share of the blame on TV news, with its heavy emotional impact, its graphic view of sometimes-obnoxious reporters pestering people, and its dramatic intrusion into the viewer's home and family life. But to millions of Americans, these complaints are not trite cliches; they are the truth, as they gauge it as viewers, listeners and readers.

Grenada was simply the flash-point.

And when the smoke had cleared, public opinion polls showed that a large number of Americans supported the blackout.

Although many people opposed the blackout, too (see story, p. 34), Grenada left a widespread perception that the rift between the press and the people it seeks to serve was very deep, with ominous and serious implications. And it proved that—whether or not the media are aware of it on a day-to-day basis—millions of Americans are watching them, with intense, emotional interest.

"I sometimes think half the American population considers themselves media experts," says Ben H. Bagdikian, writer on media issues and professor at the Graduate School of Journalism at the University of California at Berkeley. "But most of them just don't have the standards for valid criticism of the media."



"Everybody's watching the media, but there is no coordination of the efforts or the criticism," says Norman E. Isaacs, former editor of The Courier-Journal in Louisville. "It's scattered and kind of anarchic. But you wouldn't want it to be unified, anyway. That would be un-American. I do think the press is in trouble, though."

"The public is monitoring the press, and that is important," says Charles B. Seib, a retired editor who, like Bagdikian, once served as ombudsman for The Washington Post. "People really care about their newspaper. It becomes a part of their lives when it comes into their homes every day. And they become upset when they feel their newspaper is letting them down. But that's a healthy situation."

"Everybody watches us," says Jean H. Otto, editorial page editor of Denver's Rocky Mountain News and chairman of the First Amendment Congress, a media group dedicated to defending freedom of the press. "Everybody who watches TV and who reads the paper has views on our performance. But too often those views are not based on actual knowledge. They may be a gut reaction."

"Public opinion is the watchdog of the American media," says New York Times media reporter Jonathan Friendly. "The readers know us. Somehow the word gets around, (and) impressions are formed on our credibility.

"Of course, constitutionally, we are not supposed to have a media 'monitor' in this country," Friendly continues. "A monitor implies some sort of power that can be imposed, and it's hard to imagine any institution imposing powers on our media other than through intellectual or economic means."

Within the limitations of the First Amendment, however, there are groups and institutions that have assumed the role of trying, at least, to watch and critique the American media. They include ad-hoc groups, permanent organizations, professors, specialized publications and the media themselves.

Citizen's Choice. The latest entry among watchdog watchers is the Citizen's Choice National Commission on Free and Responsible Media, an imposing panel which is holding public hearings in a half-dozen cities and which will issue a report this summer on its findings concerning the relationship between the media and various aspects of society [presstime, Jan. 1984, p. 43].

"We have proven to people that this is not a sham job," says Thomas J. Donohue, president of Citizen's Choice, a 75,000-member taxpayers' lobby affiliated with the U.S. Chamber of Commerce. "We have had strong witnesses, and we are getting a body of information that can be the basis for, perhaps, a series of monographs that would include our witnesses' testimony and, separately, our observations on the testimony."

Donohue says the commission's observations on the media will receive extensive distribution through the vast resources of the Chamber of Commerce.

So far, however, the nation's media have not shown a great deal of interest in the commission or in covering its hearings, although prominent representatives of the press are participating in them.

According to staff members, the commission's "basic goal is to channel discussion on the media's role in American society in a constructive direction. The commission is not interested in laws or regulations governing the press, nor does it want to tell the media how to conduct their business. Rather, it intends to provide a forum on the state of the media for some of the best thinkers on the subject today."

The commission will terminate after making its report.

National News Council. The organization most frequently cited as an active, self-assigned watchdog of the media is the National News Council. It was created in 1973 to investigate complaints about controversial publishing or broadcasting decisions, and to determine and publicly report on whether those decisions were proper and responsible.

The council is voluntary, with no power of enforcement over the media it watches.

"The National News Council is victimized by the fact that most editors and news directors are so opposed to it that they don't see any news in its findings, and they fail to report those findings," says former Louisville editor Isaacs, who headed the council for six years.

"Most newspapers don't bother to publish News Council findings, and most people outside the profession—and a great many inside it—don't even know it exists," observes Los Angeles Times media reporter David Shaw.

"The council has minimal impact, I'm afraid," says Hodding Carter, host of the Public Broadcasting program "Inside Story" that focuses on media issues. Carter, who was a member of the commission that called for the council's creation, adds, "The council has (been) semi-strangulated because the press is not overwhelming in covering it. The first knife stuck in the council was the refusal of The New York Times to cooperate."

In an effort to win greater acceptance and cooperation from the media, the News Council is in the process of being restructured.

The 18-member panel, composed of eight news professionals and 10 non-journalists, is being supplanted by a two-level governing structure: a board of perhaps seven trustees, composed primarily of non-journalist "public" members; and a council, composed of 11 to 13 members, primarily journalists. The trustees will focus on management and fund-raising matters. The council will review complaints independent of the trustees.

Membership of the new board of trustees and council is not expected to be announced before April.

The News Council's president and chief executive officer, Richard S. Salant, sees this "significant" restructuring as the key to making the council work as it was conceived 10 years ago by the sponsoring Twentieth Century Fund. "It's a response to my own feeling that the press would cooperate much more willingly if it felt it was being reviewed by its peers" instead of outsiders, no matter how respected and independent-minded those outsiders might be, he says. "We'll never get support from news people unless they feel it's their peers judging them."

"There is everywhere an increasingly angry disillusionment about the press, a growing sense of being baffled and misled, and wise publishers will not pooh-pooh these omens. . . . If publishers and authors themselves do not face the facts and attempt to deal with them, some day Congress, in a fit of temper, egged on by an outraged public opinion, will operate on the press with an ax."

Walter Lippman
***Liberty and the News*, 1920**

The council's annual budget, already expanded from $300,000 to $549,000, should be further increased to $750,000 "to get the job done," Salant believes. Plans call for a larger staff and the hiring of "academics and outside consultants" to assist in reviewing complaints in specific localities. Also planned is the preparation of "white papers" on common ethical questions, "but not an effort to set down rules," he says.

Yet even with these changes, the council may still find itself lacking widespread media support.

"Any outside organization that sets itself up as a watchdog of the media is immediately placed in a suspect status by those it is monitoring," explains Isaacs. "The National News Council is looked on with disfavor because it is seen by editors as too independent and because, if it works, its role could be taken over by the government."

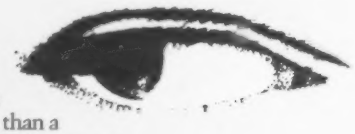
In Canada, the news council concept is more firmly established, due largely to the specter of government action. The Trudeau government in 1983 proposed, but recently dropped, the idea of controlling mergers in the newspaper industry through legislation. However, there is still interest in a legislative approach to starting a national press council to deal with complaints about newspapers.

Meanwhile, Canada's voluntary, provincial press councils—which have proliferated in the last couple of years in an effort to head off the possibility of government action—are working to arrange a federation, either formally or informally.

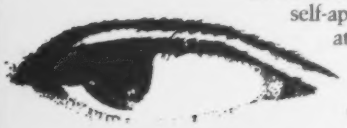
At a meeting in October of representatives of the existing six press councils—including journalists, academics and politicians—it was charged that the voluntary councils are controlled by newspaper publishers and therefore may not fully serve the public's needs in responding to complaints. But supporters of the

Special Report photos by Alan Tepper.

councils and of the effort to form a federation say voluntary press councils are nevertheless more desirable than a federally appointed and controlled council.



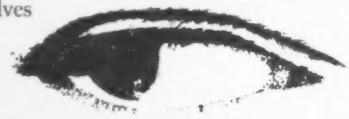
Special interests. While news councils get some attention within the news business in North America, few self-appointed watchdogs of the media attract more attention from the public than Accuracy in Media, a politically conservative group.



Many editors express hostility toward Washington, D.C.-based AIM and its outspoken chairman, Reed Irvine. But the group is sometimes cited as a media watchdog with at least some effectiveness, perhaps because AIM is unique in its status. AIM's conservative political leaning is no secret, and it differs from other interest groups in having a continuing, regularly scheduled voice in scrutinizing actions of the nation's print and broadcast media.

"I think AIM has some impact, and I think its activities are not a bad thing for the press," says Richard Reeves, syndicated columnist and author of the 1982 book *American Journey: Traveling With Toqueville in Search of Democracy in America.*

Some other observers disagree. "The AIM people take themselves so seriously," says Daniel Machalaba, until recently the media reporter of The Wall Street Journal. "They don't realize they lose credibility by nit-picking and harping on small points in their criticism."



Comments former Washington Post ombudsman Seib: "Reed Irvine is bright, and he works hard at what he does. Sometimes he's effective in spite of himself, but when he does latch onto a legitimate point in his criticism of the press, he tends to distort it."

AIM's criticisms are termed "pernicious" by author-professor Bagdikian, who adds that its "accusations are frequently not a good representation of the facts."

Organizations representing the interests of women, blacks, ethnic groups, Jews, the "Moral Majority" and others also critique the media. But they do so sporadically and largely on matters affecting their limited areas of special interest. Also, their criticism tends to be overwhelmingly focused on TV reporting, not published material.

"I guess we are pretty much alone out there," says AIM's Irvine. "There's room for a lot more of what we do because the media are too big. I don't feel we are doing all that much to keep up with the big media."

According to Irvine, AIM operates on an annual budget of $1.5 million, including donations of about $100,000 a year from the Scaife Family Charitable Trust and $75,000 a year from the Shelby Cullom Davis Foundation. Some 30,000 Americans pay $15 or more a year to subscribe to the AIM Report, a twice-monthly newsletter which recently stated that the "knock-America media seem not to understand what . . . hit them" after they "tried to stir up a little public hostility to the government by denouncing the military ban on reporters covering the troops" in Grenada.

AIM also produces a "Media Monitor" radio program that is carried as a public service message by about 65 stations, and a weekly column that is made available to and is published by about 100 newspapers, the largest of which is The Detroit News.

Also standing pretty much unique and alone but highly visible as a self-appointed media monitor is the Mobil Corp., which regularly critiques the media in newspaper ads and elsewhere.

"Herb Schmertz [Mobil's vice president for public affairs] is very talented, and he knows how to present an argument forcefully," says New York Times media reporter Friendly. "Does he convince people? No more so than an editorial. But he does focus public attention on the issues he selects.

"The Mobil ads certainly are timely, but I don't see anyone else [in the corporate world] joining Mobil in what they're trying to do," Friendly adds.

"The [Mobil] ads may have the effect of making the press more careful in what it does," says Isaacs, "but I wish the thrust of the ads was not so antagonistic."

Academia, reviews, others. At perhaps the other end of the spectrum from skyscraper scrutiny of the media is the criticism emanating from the halls of ivy—journalism schools and their professors, candidates for advanced degrees and their research efforts, scholars, authors and others. The impact of this academic oversight is limited, however, according to most observers.

"There's so little traffic between academics and working journalists," says Seib. "Sometimes I see good material turned up in journalism reviews which gets very little attention in the real world."

"I wish I felt they [journalism reviews] had a more important role, but I just don't see it," says columnist Reeves.

"The journalism reviews tend to go to people in the journalism schools," notes media reporter Friendly. "The J-schools may take on a local TV station or newspaper for some valid, thoughtful criticism. But I have trouble finding academics who have good sources for criticizing the press in general, not just some limited local example."

A New York colleague has a different view. "I turn to academics and journalism reviews and find them helpful and insightful," says Machalaba of The Wall Street Journal, who has just moved to another beat on the paper.

Over the years, journalism reviews have come [Washington Journalism Review] and gone [MORE], but only a few have stayed for any length of time [Columbia Journalism Review].

Dr. Richard A. Schwarzlose, professor at the Medill School of Journalism at Northwestern University, feels J-schools and journalism reviews have lost influence in the last few years because "we seem to have crawled more comfortably into the industry's lap."

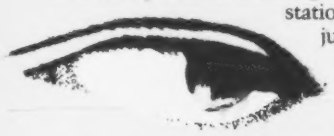
Journalism schools should be a major influence in media-watching, he says, but faculties—confronted with large enrollments, decreasing resources and increasing workloads—"get burned out in class." Many of the journalism reviews were established in the late 1960s and early '70s when "journalism education was not ready to rise to the occasion" and, as a result, many of the reviews "got a bad rap early on when they seemed to be the province of radicals," says Schwarzlose.

Although there may be little widespread reading of scholarly reviews, the public does avidly read and learn about the media from such best-selling books as David Halberstam's *The Powers That Be*, Gay Talese's *The Kingdom and the Glory*, Barbara

Matusou's *The Evening Stars* and Ben Bagdikian's *The Media Monopoly*.

"The books show that people like to know how we in the media operate, as long as it's presented in an interesting fashion. But then, that often turns the spotlight away from more serious questions like ethics," notes Friendly.

Still another outlet for limited, largely locally focused media criticism is the non-establishment press—including some remnants of what was once called the "underground" press. Some of these, like the Village Voice, now plump with advertising, might not fit everyone's idea of non-establishment, but many obviously relish the opportunity to critique the news operations of the big dailies and the TV stations in their cities. "They're always jumping up and down and screaming about 'The Story You Didn't Read in the Daily Newspaper Because It Was Surpressed,'" notes Friendly.



There are those who cite the courts as another institution monitoring, or restraining to some extent, the activities of the media.

"Libel cases, or the threat of them, obviously have a monitoring effect on the press," says Friendly. "But most people in the media can live with the situation. It's only the really bad cases that get punished."

Of course, the First Amendment being what it is, courts, judges and juries do not actively seek a media-watchdog role. Except for occasional actions by prosecutors, courts enter the picture only in response to petitions from the public. But it's also instructive for the press to bear in mind that the public's representatives in the courtroom—the jurors—are the ones who are handing down the huge libel judgments against the press.

Self-assessment. Most Americans' awareness of media monitoring probably comes from the media themselves. In various ways, from ombudsmen to "media" columns, some news organizations look critically at what they do.

There are many who feel, however, that the various elements of the press and their professional societies should do a great deal more in examining their activities and those of other publications, broadcast stations or networks.

Television, despite its pervasiveness in today's society and the amount of broadcast time it devotes to news and public affairs, is especially lacking in media reporting and criticism. Compared with the enormous amount of space the print media now devote to reporting on and criticizing television, TV coverage of any media is miniscule.

"I'm surprised that TV doesn't do more in this area," notes Carter of PBS, a one-time Mississippi newspaper editor. "I guess it's partly a 'Why rock the boat?' attitude and partly a recognition that media criticism is not exactly a mass audience grabber compared to a lot of other things TV does. And local TV is simply not in a position to take on the print media. It doesn't have the space, and there is just not all that much substance to local TV news. Besides, they (local TV stations) depend on the print media for reviews."

Bagdikian agrees: "Local TV is rather simple-minded. It would be hard to argue its importance as an American institution."

Some of the greatest attention TV has focused on the media recently has been from six shows, two on CBS and four on PBS, produced by Stuart Sucherman, Columbia University communications professor, lawyer and writer, and Fred W. Friendly, also a Columbia professor and former president of CBS News.

The shows were videotapes of Media and Society Seminars produced by the Columbia University Graduate School of Journalism, with Columbia professors serving as moderators and guiding dialogue on hypothetical questions about the print and broadcast media. The seminars involve a large panel of press luminaries—network news anchors and producers, news executives, newspaper editors and publishers—plus First Amendment lawyers and judges.

AIM's Irvine finds the seminars' courtroom-like, cross-examination format an "interesting approach, but (they) deal with hypothetical situations rather than the real world."

Although CBS has broadcast two of the seminars, the biggest complaints have been the devastating scheduling of the shows in what were among the worst possible viewing times.

Irvine points to ABC's "Viewpoint" series as a notable exception in effective self-criticism by network television. "The network puts its stars out there subject to some serious criticism." For example, when the Kaiser Aluminum Co. was unhappy about coverage of it on an ABC "20/20" segment, ABC scheduled an appearance by the reporter involved, Geraldo Rivera. "'Nightline's' Ted Koppel did some serious questioning of Rivera, and as a result Kaiser was quite pleased it got its day in court," says Irvine.

George Watson, ABC News vice president in charge of the "Viewpoint" series, says he does not consider himself an "ombudsman" or "viewers' advocate," but it is his role to "ride herd on policies of good journalism" at ABC.

CBS News instituted a similar executive-review system after retired Army Gen. William Westmoreland filed a $120-million libel suit against the network. The suit is pending.

A few local TV news operations have tried media-monitoring activities, notably WHAS-TV in Louisville, where former newspaper ombudsman Bob Schulman began in 1981 to serve as media critic. But by and large, local TV avoids critiquing other

local media, other than what PBS's Carter terms infrequent "nose-tweaking" by a TV station of the local newspaper for supposed errors or irregularities.

While it's true that ombudsmen are much more prevalent at newspapers than at TV news departments, it's equally true that only a small number of newspapers have such a "readers' advocate" to respond to complaints, look out for readers' rights, and monitor and critique the news operation.

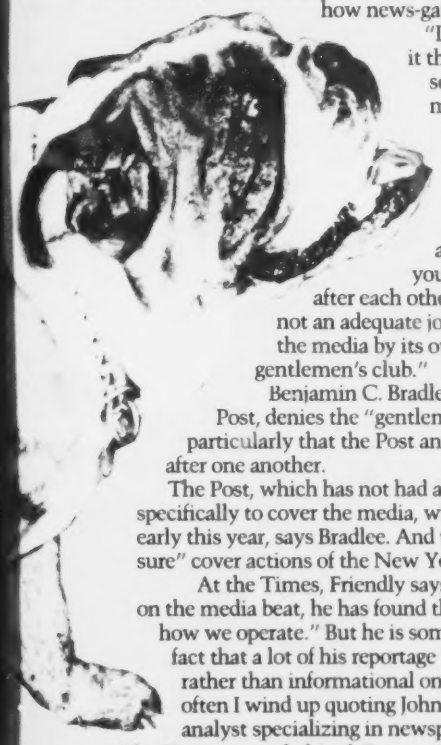
The ombudsman concept is the news media's greatest commitment to self-examination. Its perception by readers as a genuine effort to provide quality news coverage while protecting average people from media abuse—intentional or accidental—is a tremendous source of credibility and respectability for those newspapers embracing the concept.

But the fact is, there just aren't very many papers willing to spend the time and effort to subject themselves to internally generated but publicly disseminated criticism [presstime, July, 1983, p. 44]. A recent survey showed only 32 ombudsmen serving 39 North American newspapers, meaning only one daily newspaper in 50 has a readers' advocate.

Shaw of the Los Angeles Times says too many editors dismiss suggestions they hire a readers' advocate with this attitude: "Any editor who can't make value judgments on his own—and make them correctly—is in the wrong job."

Some newspapers with ombudsmen, and some without, have reporters who cover the media as a beat. Examples include Shaw, Friendly of The New York Times, Machalaba of The Wall Street Journal and Tom Collins of Newsday. They believe more are needed.

"I wish more newspapers would hire somebody to do what I do," says Shaw. "We (the media) are such a powerful institution. We need desperately to focus more upon ourselves—to explain how news-gathering works."



"Inside Story's" Carter puts it this way: "I would like to see the day when we (in the media) treat each other the way we treat any other institution. The (New York) Times and The (Washington) Post will not hesitate to go after any other institution. But you don't see them going after each other that way. There's just not an adequate job of public monitoring of the media by its own elements. It's a gentlemen's club."

Benjamin C. Bradlee, executive editor of the Post, denies the "gentlemen's club" notion—particularly that the Post and the Times decline to go after one another.

The Post, which has not had a reporter assigned specifically to cover the media, will remedy that situation early this year, says Bradlee. And that reporter will "damn sure" cover actions of the New York Times, he asserts.

At the Times, Friendly says that in his several years on the media beat, he has found that "people like to know how we operate." But he is somewhat bothered by the fact that a lot of his reportage "has economic roots rather than informational ones. . . . I'm amazed at how often I wind up quoting John Morton," a securities analyst specializing in newspaper properties.

The Times recently hired Greeneville, Tenn., newspaper editor Alex S. Jones to cover the media for its business section.

Among the "must" reading for media reporters and ombudsmen alike are newspapers' letters-to-the-editor columns, where people disenchanted with media performance often vent their frustrations.

However, because of the heavy volume of letters and limited space in many metropolitan papers, not all letters make it into print. And those that do usually are edited. This can disappoint and further embitter readers.

At smaller newspapers, the problem is less severe. For example, the Bluefield (W. Va.) Daily Telegraph prints 95 percent of all signed letters it receives, according to Executive Editor Richard Wesley. "We run a full page of letters every Sunday, and it is very popular," he reports.

Also serving the function of providing readers' views, or reactions to them, are newspapers' corrections and apologies columns.

"People like to read corrections—they look for them—and they are a valuable means of maintaining credibility," comments Friendly.

Shaw of Los Angeles quotes research showing that about three-fourths of dailies over 100,000 circulation now run correction notices, up from only one-fourth 10 years ago. And he points out that papers are not just running more corrections, they are printing them in more prominent locations, often in a space regularly reserved for that purpose.

Owning up to mistakes is one way the media can help to overcome an image of arrogance and isolation. Taking additional steps to relate to readers, such as holding question-and-answer sessions with citizens and upholding standards of professional conduct, also can help.

"The media are not perceived by the public as 'friends' anymore," observes Shaw. "Most media people move in totally different circles than their readers or viewers. As a result, reporters and editors may not even be exposed to media criticism that is rampant right in their own backyard."

As for standards of conduct, a fair number of newspapers have adopted codes of ethics, as have professional organizations including the American Society of Newspaper Editors, the Associated Press Managing Editors Association and the Society of Professional Journalists, Sigma Delta Chi.

Most editors say they enforce their codes, but there is a reluctance to rely on them as hard-and-fast rules of the trade. It is feared that aggrieved parties could use written rules against the press in lawsuits or other action that could lead to government controls. Some editors have avoided codes because of this concern.

In another form of self-monitoring, industry groups like ASNE and APME are continually examining newspapers' editorial products.

"The main watchdog of the press, I suspect—and they don't get a great deal of attention—is the APME," says former editor Isaacs. The association conducts continuing studies and involves hundreds of editors in its committee work. "In the past 15 or 20 years, the APME has done a great deal to broaden and enhance the performance of the press," he says.

Bagdikian of Berkeley agrees and also notes that ASNE does

Related stories

- **Journalism students ponder public's disfavor, p. 19**
- **Codes of ethics get renewed emphasis, p. 20**
- **Essay on the realities of "media power," p. 24**

an extensive but unheralded "periodic assessment" of the press that is "reliable and careful."

The Times' Friendly calls The Bulletin of ASNE one of the more laudable "internal things" being done to critique newspapers' performance by drawing attention of senior editors to common issues.

More monitoring? But is all of this monitoring by people both inside and outside the news business enough? Where is it leading?

Some journalists say that without adequate monitoring, the stage could be set for eventual governmental intervention. "There's a definite tendency around the world toward restricting the press," says media critic Collins of Newsday. "The movement here under Ronald Reagan is troublesome.

"I don't see a law being passed (limiting press freedoms), but it could start with an executive order," he said. "That's the way freedom in general is lost, little by little over a period of time."

Wesley of the 27,805-circulation Bluefield Daily Telegraph says that while future government intervention into media activities is a "possibility," of more pressing concern, he feels, is the "loss of credibility" in media grown remote from the public. "To a large extent, that loss of credibility has already happened to the networks," he says.

For this reason, some smaller news organizations like his believe it is prudent to distance themselves from the major media and their perceived evils.

"We're always editorializing about the left-wing, Eastern bias of the mass media," says Wesley. "Our readers certainly don't think of us in the same category as the network news."

Some other smaller dailies, while not editorializing against the major media, distinctly feel and cherish the hometown support granted them by their readers.

"They do see us in a different light than the national media," says James D. Ewing, publisher of the Keene (N.H.) Sentinel (evening, circulation 13,740). "It's a personal relationship, a feeling of intimacy."

And from one corner of academia, concern has even given rise to a challenge in the form of a "heresy." William R. Lindley, a one-time newspaper editor who is now professor of journalism at Idaho State University, says one way for the press to improve its standing with the public is to expand upon the concept of an ethical code—perhaps by adopting some form of certification for professional journalists.

"Professionalism means recognized standards and the disciplining of unethical conduct," he says. "Licensing is foreign to our tradition; its ready abuse by authoritarian governments makes it clearly unacceptable.

"But what about a national ANPA/ASNE exam, done by experts, leading to a certificate which optionally could be used as part of the hiring process, the certificate subject to suspension for unethical conduct?

"If the idea sounds heretical," he says, "let a (media) task force which can read public opinion as well as Ronald Reagan come up with something better. . . ."

Something better, in the view of SPJ,SDX, is to concentrate its efforts on the public rather than on the press. Disturbed by opinion polls showing that many Americans do not see how a free press is important to them personally, SPJ,SDX is planning an ambitious advertising and education campaign to convince citizens that any effort to place outside controls or limitations on the press is a definite threat to their individual rights.

"The theme will be, 'The watchdog may bark at the burglar but occasionally bite the postman by mistake. But if you put too many restrictions on the watchdog, you don't have any watchdog at all," says R.T. Kingman, chairman of the society's Watchdog Project. The group is seeking the assistance of the influential and powerful Advertising Council in spreading its message, due to peak in 1987, the bicentennial of the Constitution.

So, who's watching the media?

Everyone . . . and no one.

But are the media being *adequately* monitored?

Yes, says Bradlee of The Washington Post: "I can't think of another institution that examines itself with anywhere near the thoroughness we do. Where's the ombudsman in medicine or in business?"

No, says Northwestern's Schwarzlose: "We have new-found power and we don't know yet how to handle it. We have not yet found the proper monitoring mechanism. I'd hate to see it be the courts. . . ."

"In the last analysis, it comes down to the publishers, the owners and the directing editors," says Isaacs. "If we want a commitment to quality, that's where it'll come from."

'Shoe' **By Jeff MacNelly**

THIS NEW POLL SAYS 83 PERCENT OF THOSE SURVEYED THOUGHT THE MEDIA WAS A BUNCH OF ARROGANT, POMPOUS KNOW-IT-ALLS...
WHO DID THEY ASK?
12,312 NEWSPAPER READERS...
AAAH... WHAT THE HECK DO THEY KNOW?

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Even in journalism school, they're aware of public's disfavor

BY ERIC FREEDMAN

Journalists and journalism are under fire, and the complaints over press protests about being barred from the Grenada landing are only the latest manifestation of public dissatisfaction with us.

In November, in the aftermath of the Grenada press ban, I spent three weeks as journalist-in-residence at Colorado State University in Fort Collins. The program, sponsored by the university and the Gannett Foundation, brings working newspeople onto campus to teach and to advise journalism students.

I found it reassuring to see how sensitive these aspiring journalists were to public complaints about the media. There was concern—not complacency—about the need to restore public awareness of the press' role in a democratic society. At the same time, the students recognized that we cannot sell out our professional integrity and standards to win public approval—that our jobs require telling the "bad" news as well as the good.

In classes and seminars, the questions students repeatedly asked reflected that awareness.

Consider their concerns about personal privacy. Do we overreport on the private lives of public figures and their relatives? What about the private lives people thrust into the public light because of litigation or public records?

These are not hypothetical or abstract questions; they address situations journalists face daily. For example, in several classes we discussed a story I wrote last year about a lawsuit between a State University of New York music professor and the producer of William F. Buckley's "Firing Line" TV show. The professor is an internationally acclaimed composer, and the producer is known for a critically acclaimed feature film he once made.

The litigation followed the breakup of the men's 25-year personal and professional relationship and involved competing claims over money and property. Before the article was published, we at the newspaper discussed the very issue raised by the students: Were we intruding into an area where the public had no right to go?

We decided to go ahead with the story, which was based primarily on court records. The reason: The dispute involved two public figures and also raised a serious public-policy question because of an allegation—raised in court papers—that the professor had, in effect, "bought" his academic position through a $10,000 contribution from the producer to the university.

My follow-up story focused on that policy matter: how area colleges deal with donations that underwrite faculty salaries.

On a related topic, students asked how we should cover personal events, especially tragedies.

They were particularly concerned about the practices of broadcast reporters and how those practices reflect on the journalism profession: Do reporters insensitively thrust microphones, cameras and notebooks into the faces of bereaved parents whose teenage son, a high school football star, died hours earlier in a drunken-driving accident? Do we exploit emotionally vulnerable families as they watch fire destroy their homes and possessions? How do we go to the mother of a drowned baby and ask to borrow a photo of the dead child? How do we ask classmates about their friend who has been arrested for selling drugs or robbing a liquor store, or who just committed suicide or murder? In our coverage of sex crimes, when do we report the names of victims, and when do we withhold identities from our readers and viewers? Do the names of juvenile offenders belong in the newspaper, and why?

I was asked frequently about the ways we use, or misuse, sources: Do we too readily give anonymity to people with an ax to grind? Do we shy away from pressing our sources as to what they or their organization stand to gain if we publish an article at their prompting, and as to what their competitors or opponents stand to lose? Are we lazy interviewers who prefer to take the easy path by attributing statements to "sources close to the administration" or to "a key adviser to the President?" Are we co-conspirators in a charade by the powerful to mislead or to propagandize? Does the "Deep Throat" mystique blind us to the importance of research and documentation?

Many students asked about how to achieve balanced coverage: Reporters and editors are human. We have personal opinions about candidates, issues and public events. We have religious, political and ethical values. We have friends and neighbors in the communities we report on. We work for publications that depend on advertising dollars to survive.

How, then, do we avoid slanting our reporting? Do we soft-pedal negative stories about our regular sources, friends, local non-profit groups, or those who hold powerful positions in business, government or community affairs? Does the editorial-page position on an issue affect the way we cover the news?

What should we do to ensure fairness, especially when one side in a controversy is less articulate, or more difficult to locate, or nervous about the press, or advised by attorneys to make no public statement?

In one class I attended, a striking Continental Airlines pilot discussed his perception that most initial coverage of his union's walkout was pro-management. He conceded that the union wasn't as prepared as the company with statistics and official explanations and that the strikers were not as comfortable talking to reporters as Continental executives and corporate public relations specialists. But, the pilot asserted, it should have been the duty of reporters to overcome such operational obstacles and to present a balanced account in the pages of their newspapers and in their evening broadcasts.

Questions such as these have no easy answers. But these students have reached one milestone in their preparation for journalism careers: They are aware that these sensitive questions exist and that they're not mere textbook semantics. They know that whatever solutions they develop will reflect on their credibility as individual professionals, on their newspapers and on the press as a key institution in our society. □

Freedman is a reporter in the Capitol Bureau of The Knickerbocker News in Albany, N.Y., where he covers state government and politics.

Codes of ETHICS

Despite lingering disdain, more newspapers use them as a guide for resolving questions of conduct

BY C. DAVID RAMBO
presstime staff writer

The resolve of numerous newspapers in the late 1960s and 1970s to adopt ethics codes continues into the mid-1980s. In fact, some observers say there is heightened interest nowadays in strengthening newspaper credibility through written codes of professional conduct.

One indicator of interest is a 1983 survey that found nearly three-fourths of 902 responding newspapers and broadcast stations had stated policies for editorial staff members regarding outside work and acceptance of gifts.

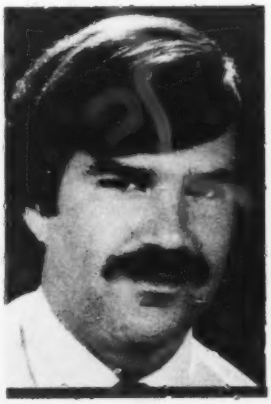
The survey was conducted by journalism professor Ralph S. Izard for the Society of Professional Journalists, Sigma Delta Chi. A 1974 survey by the Associated Press Managing Editors Association had found that about 9 percent of responding members had such policies.

It was in the mid-'70s that attention to ethics codes picked up speed. The APME adopted its first code in 1975. Also that year, the American Society of Newspaper Editors adopted "A Statement of Principles" [presstime, Feb. 1981, p. 4]. SPJ,SDX in 1973 updated its code, originally adopted in 1926. (ANPA has no code. The Association leaves the question of whether to adopt one up to member newspapers.)

"It looks like there very definitely is a trend to protect credibility, and one of the best ways to do that is to set up a code of ethics," says Earl R. Maucker, managing editor of the Fort Lauderdale (Fla.) News and Sun-Sentinel. "It's not so much what the writer might do as much as what the readers think he might do."

The study for SPJ,SDX also showed there is an "apparent move toward consensus" on the question of gifts and free travel, according to Izard, chairman of the graduate program of the E.W. Scripps School of Journalism at Ohio University. The view of most editors seems to be that journalists should not accept such favors—once considered by some newspapers as permissible perks for their employees.

"Most of the economic kinds of questions, the 'freebies' kind of questions, have been resolved over the last decade," adds Steven R. Dornfeld, Washington correspondent of Knight-Ridder Newspapers Inc. and immediate past president of SPJ, SDX. "The new battleground in ethics has to do with how we gather the news" and questions of possible conflicts of interest in such areas as outside activities.



Earl R. Maucker

Ralph L. Millett Jr.

Addressing head-on the possibility that outside income might constitute a conflict of interest, the Chicago Tribune last year established a policy requiring all professional employees, including reporters, to file annual financial disclosure statements. And Charles W. Bailey, former editor of the Minneapolis Star and Tribune, just completed a study for the National News Council on the issue of outside activities of reporters, editors, and owners of newspapers and broadcast stations. The study is scheduled to be released April 1.

In a recent case highlighting the outside-activity situation, a reporter for The Knoxville (Tenn.) News-Sentinel was fired for insubordination after refusing to give up her elected position of school board member in Alcoa, Tenn. Arbitration proceedings are pending in the case [presstime, July 1983, p. 51].

News-Sentinel Editor Ralph L. Millett Jr. says the reporter violated the newspaper's code of ethics that restricts news employees' involvement in politics because such activity constitutes an actual conflict of interest or at least the perception of a conflict. He says the newspaper follows Scripps-Howard Newspapers' rules for "Principles and Practices," adopted in 1963.

Lots of arbitrations. The Knoxville situation is but the latest in a series of cases that have gone to arbitration because of questions about the propriety of editorial employees engaging in certain outside activities. The decisions have come down on all sides of the issue.

For example, arbitrators have held in recent months that:

- A newspaper improperly directed an editorial employee to withdraw as a candidate for a seat on a water commission board.
- A reporter was properly given a disciplinary suspension for writing a free-lance story that appeared in another publication.
- An editorial employee was required to obtain advance permission from the publisher before working as media director for a county fair.

• A photographer either had to divest himself of his interest in a local fashion magazine or resign from the newspaper.

• A newspaper properly refused to allow a photographer to work on his own time as a photographer for a baseball team.

In addition, a U.S. District Court judge has ordered The Seattle Times and The Newspaper Guild to arbitrate a dispute over when to resolve differences over the newspaper's code of ethics.

The ANPA Labor and Personnel Relations Department reports that of 115 labor agreements with the Guild, 66 have a provision requiring employer permission for outside work, 87 prohibit working for a directly competitive enterprise, 81 state that employees may not engage in outside work or activity which embarrasses or exploits their position with the company, and 10 prohibit working as a paid representative in public relations for any political group or candidate without the consent of the publisher.

Among the newspapers that have codes of ethics prohibiting involvement in outside activities that could cause a conflict of interest, or the appearance of such conflict, are The Daily Camera of Boulder, Colo., The Courier-Journal and The Louisville Times, The Washington Post, The Florida Times-Union and Jacksonville Journal, and all dailies in the Scripps-Howard group.

A related issue is the activity of journalists' spouses. Last March, Elaine Bowers, wife of Michael R. Fancher, managing editor of The Seattle Times, was named press secretary to Seattle Mayor Charles Royer. The Times said that to avoid a conflict of interest, Fancher would be transferred out of the newsroom. According to the Times' code of ethics, employees may not make editorial decisions about people they are related to "by blood or marriage."

Bowers gave up her job to enable her husband to keep his.

These kinds of issues may not be resolved as easily as the more-common question of accepting a free plane ride, however. "I think we're expecting a lot to try and control somebody's spouse," says James F. McDaniel, managing editor of The Commercial Appeal in Memphis. "It bothers me that we would try to control that."

Controversial still. In fact, it still bothers a lot of editors that newspapers set in print any kind of standards for newsroom personnel. They say written guidelines could backfire if a judge or jury ever decided to use them as standards on which to measure a newspaper's actions, or if there were efforts on the part of the government to make enforcement of codes mandatory.

That is exactly what happened in March 1981, when a Washington state Superior Court judge ordered reporters to abide by "voluntary" bench-bar-press guidelines as a condition of attending a criminal pretrial hearing. Numerous press groups including ANPA appealed Judge Byron L. Swedberg's order to the U.S. Supreme Court, but the court would not hear the case [presstime, June 1982, p. 12].

Individual newspapers' ethics codes so far have been cited in only a few cases by plaintiffs suing the press, media lawyers say. But the codes have not been a deciding factor in any case to date.

In another context, the SPJ,SDX code has been used if not against the press then at least in a scolding of the press. Mobil Corp. said in a November 1982 advertisement appearing in The New York Times that the media "should adopt and enforce a Code of Ethics. In this regard, we recently became aware that The Society of Professional Journalists, Sigma Delta Chi, has long had an excellent Code of Ethics. It is clear that enforcement has been lacking."

Mobil said, "We hope that after reading [the SPJ,SDX code], you will agree it is a code journalists should follow and media organizations should enforce, and that you will make your views known to them."

"Any time you set up a code you do furnish the possible opposition with ammunition," observes professor John L. Hulteng, who teaches journalistic ethics at Stanford University and who in 1981 prepared an ASNE guidebook on ethics. That threat of a possible backfire effect "has restrained some editors" from adopting written codes, he adds.

One such editor is John K. Murphy of the Portland [Maine] Press Herald. "We're very conscious of the dangers of committing a lot of things to writing," and it is one reason the paper does not have a code, he reports.

The Press Herald does have a "newsroom policy manual," which Murphy says is nowhere near as formal as an ethics code. The paper also plans to begin conducting staff discussions of ethical issues based on videotapes of Media and Society Seminars purchased from the Columbia University Graduate School of Journalism.

Sue Reisinger, managing editor of The Miami News, says the possibility of having written guidelines being turned against the paper is one reason the News has not adopted a code of ethics. She says the do's and don'ts of conduct and the reasons behind them "are things that you develop with your staff as you go along."

But as the public's concern over the performance of the press continues to grow, more and more newspapers are abandoning such informal approaches toward getting or keeping their houses in order. Call them codes, guidelines or rules, they're on the rise in the newspaper business. □

'Drawing the Line'

Thirty-one newspaper editors describe the toughest ethical decisions they ever had to make in a new book to be released April 1 called *Drawing the Line*.

The book is being published by the American Society of Newspaper Editors Ethics Committee, ASNE Foundation and The Poynter Institute for Media Studies in St. Petersburg. It is edited by Frank W. McCulloch, executive editor of McClatchy Newspapers.

Copies are $4.95 each. To order, contact ASNE Foundation, The Newspaper Center, P.O. Box 17004, Washington, D.C. 20041.

ENTER OPTICAL DISKS

New technologies will expand capacity of data-base storage

BY PAUL KRUGLINSKI
presstime technical writer

Toward the end of 1983, several American and Japanese firms began marketing new optical disk storage systems that could increase the size of data bases, such as newspaper libraries, and that could expand the capabilities of electronic publishers. In addition, an offshoot of this new technology plus the development of a new magnetic technology could solve storage problems for newspaper pagination systems in the not-too-distant future.

Optical disk storage, or ODS, is an outgrowth of laser technology. Essentially, a laser is used in placing data on a hard disk and then in scanning, or "reading," that data at some future point. Optical technology has already broken into the audio-recording and videodisk industries, with the optical disk being used for storage of audio and video impulses.

The main advantage of holding data optically is increased storage capability. Some of the disks that are just now being marketed hold as much as four billion bytes (four gigabytes) of data.

There are cost advantages, too. Judson "Skip" Lightsey, optical product manager of Storage Technology Corp., says the technology costs about $40 per gigabyte of disk storage. This makes ODS the least expensive among the high-density storage technologies.

Edward S. Rothchild, publisher of Optical Memory Newsletter, notes that the technology is coming into practical application later than many people expected.

One of the problems that has hindered the adaptation of the technology in the newspaper business is the inability to change the data stored on the optical disk. The so-called "write once" disks are suitable for never-changing material like audio recordings and motion pictures, but they are not practical for holding the constantly changing information associated with newspaper publishing.

However, according to Kathleen Criner, ANPA director/telecommunications affairs, ODS technology probably will have important application for storing video data, in some videotex operations and for archival purposes, where information is retained in perpetuity.

Similarly, Criner says the permanence afforded by ODS storage will be applicable to newspapers with electronic libraries, because the disks can forever hold both text and digitized photographs.

Currently, the Library of Congress is using the technology in a three-year experimental project, the Optical Disk Pilot Program, to determine the feasibility of the storage medium for publication preservation and for space conservation.

Project Director Joseph W. Price says the technology is being used primarily to store information from highly read journals, thus making it possible to measure user acceptance.

Magneto-optical storage. As ODS finds its way into everyday use, advances being made in *erasable* ODS technology—involving what is called magneto-optical storage—could enhance newspaper pagination systems.

Magneto-optical systems use lasers to orient the magnetic particles contained in magnetic disks and tapes, thereby creating a binary code. The storage capacity is potentially the same as that of write-once ODS disks, according to Larry H. Fujitani, marketing manager of the Optimem division of Shugart Corp. And researchers say this combination of features—erasability and large storage capacity—means the technology could solve the problem of digitizing graphics in pagination systems [presstime, Jan. 1984, p. 22].

Despite the huge magnetic storage capacity of hardware currently in use (hundreds of millions of bits of data), it is still not enough in an economically practical sense to accommodate all the graphics of even a small newspaper.

For instance, it takes about one megabyte of storage to hold one digitized 8-by-10-inch photograph—excluding the additional storage needed to manipulate and ferry the photograph through the pagination system.

Kodak offers a record-read device with ODS.

While some electronics experts believe the magneto-optical solution to digitizing may be available within a year, others believe it is as much as three years away.

"Although people will be offering magneto-optical products" in the relatively near future, Storage Technology Corp.'s Lightsey believes, "they won't be able to offer (initially) high transfer rates of data."

Perpendicular magnetism. While promising advances continue to be made in the new optical technologies, parallel advances have been made in variations of magnetic disk storage technology now used at newspapers.

Several firms are manufacturing both floppy and hard disks that use perpendicular magnetic storage of data, which also might solve the storage problems of digitizing graphics.

In conventional magnetic storage, the ferris particles in the disk are magnetized in longitudinal tracks. The greater the density of these particles, the less effective their storage potential: The closer the poles of the relatively short magnetic particles are to each other, the more they [illegible] each other's magnetic fields.

With perpendicular storage, the magnets are longer and stand perpendicular to the plane of the disk, increasing the number of magnetic particles in a given area without diminishing their storage capacity. The result is greater density, thus greater storage capability. The technology is based on the same concept that more people will fit into a room if they are standing instead of lying on the floor.

Vertical magnetic storage eventually will allow standard floppy disks to hold five to 10 megabytes of data; 14-inch hard disks could hold 10 gigabytes. □

PROFILE

Elizabeth Ellis

Competitive fervor alive in Connecticut

BY MARCIA FRAM
presstime staff writer

People who say that competition in the newspaper business is a thing of the past should visit Elizabeth S. Ellis in Manchester, Conn.

In 1968, with no prior experience in newspapering, she helped guide the birth of a new daily in a part of Connecticut already well-covered by larger newspapers.

Her paper, the evening Journal Inquirer, prospered and today is produced in four zoned editions. The JI boasts the fastest-growing advertising linage in Connecticut and the second-highest rate of linage growth in all of New England, according to the New England Newspaper Association. Circulation has mushroomed from about 3,000 initially to 41,650.

Ellis, 56, emerges as something of a paradox in publishing. She was a Pembroke College philosophy major and spent a good portion of her adult years as a wife and mother of three children. She is described as quiet, unassuming, "keeping a low profile," modest and soft-spoken. Yet the paper she directs is often characterized as "aggressive" and even at times "irreverent."

"[JI reporters] have a reputation for being 'tough turkeys,'" says Manchester's general (town) manager, Robert B. Weiss. "They're a real factor, not only in Manchester but in the state."

Ellis' feisty daily and Saturday tabloid was created through consolidation of two weeklies that her husband, Neil, had purchased in 1967. They were located in South Windsor and Rockville, just north of Hartford. She worked first in the circulation department, then as assistant to the publisher before becoming publisher in 1971.

Ellis started a zoned edition in Enfield in 1973, and in 1974 the office was moved from Rockville to a Manchester industrial park that Neil owned.

Things really got interesting in 1978 when she launched the Journal Inquirer's Manchester edition to compete head-to-head with The Manchester Herald, a Scripps League publication. With a population of about 50,000, Manchester is the sixth smallest U.S. community with two local, competing dailies.

Since the JI began publishing the Manchester edition in 1978, the Herald's overall circulation has dropped from 15,391 to 9,920. In the Town of Manchester itself, according to June 1983 figures, the JI's circulation was 5,670, compared with the Herald's 8,100.

The JI's fourth zoned edition was started in Windsor in 1983.

Ellis says her success can be largely attributed to emphasis on the editorial product. The Journal Inquirer's editorial staff of 50 covers 14 communities in the Hartford region and presents local news "you can't get anywhere else," she says. She includes in that claim coverage by The Hartford Courant, Connecticut's dominant newspaper.

Challenges seem to come naturally to Ellis.

She sued two syndicates over their refusal to sell her certain features because of "territorial exclusivity" (see story, p. 8), and in 1975 settled out of court with United Features Syndicate for the right to run "Peanuts" and with the Chicago Tribune-New York News Syndicate for "Dear Abby."

In 1980, she played a leading role in goading the state Department of Public Utilities Control to challenge the right of The Times Mirror Co. to own both The Hartford Courant and cable stations in the same area. That "cross-ownership" case is still pending in Connecticut Superior Court.

In 1983, she was a driving force in the group of 11 Connecticut daily newspaper companies that successfully petitioned the state Department of Business Regulation to bring the Southern New England Telephone Co. into compliance with the AT&T divestiture rule forbidding a phone company from operating an electronic publishing service over its own lines. (See story, p. 31.)

"She's not a provincial person. Wherever the issues take her, she's going to go," says Milton Sorokin, whose Hartford law firm has represented Ellis in the latter dispute as well as in some of her other David-and-Goliath battles. "Here's the break-up of the biggest company in America (AT&T), and who's tagging along? Betty Ellis."

Life was not always so heady for her in the publishing business. "It took years to show a profit. It took years for people not to expect us to close up the next day," Ellis admits, while refusing to say how much money she and her husband, a successful Manchester builder and developer, have poured into the paper. She says only that their investment is "considerable."

The paper's growth strategy has been to enter a town as a free-circulation paper and to convert to paid status when telephone canvassing indicates at least half of its readers would subscribe.

According to Loren Chiglione, publisher of The News in Southbridge, Mass., the tone and content of the JI has changed little in the 10 years since the New England Daily Newspaper Survey he edited observed that Betty Ellis "has transposed in her philosophy the usual make-money (first), report-the-news (secondarily) motivation for publishing." The report also noted the paper displayed "uncommon gusto and zest."

"It's a lot of fun to see it flourish, to see it accepted . . . to see it make a difference," Ellis says, when asked why she and her husband keep plowing profits back into the paper. The operation is quite a family enterprise; their two daughters work there—one as a special sections editor and the other as a style and leisure section reporter.

Observers may differ on the paper's impact, substance and future, but there is no doubt about the source of its vitality.

"Nobody creates a newspaper anymore. It's all mergers and acquisitions and paper shuffling," says Managing Editor Chris Powell. "This one was created out of her inspiration, investment, sweat and hard work." □

MEDIA POWER

On closer inspection, it's not that threatening

BY ALBERT E. GOLLIN

There are several key assumptions underlying prevailing beliefs about media power. It is useful to recall that concern about the effects of the mass media is rooted in the seeming success of propaganda efforts conducted during World War I, and by Nazi and Soviet regimes subsequently, to mobilize, coerce or control their own citizens. More recently, the agenda of concerns has broadened, without wholly losing the edge of anxiety that characterized discussions in that earlier era. Here are just a few examples of questions that have been raised.

- Has the graphic treatment of sex and violence by the media contributed to a decline of morality and trivialized or vulgarized significant aspects of human experience?
- Has the aggressive handling and criticism of political and economic elites by the media eroded their leadership mandates and led to a general decline in the perceived legitimacy of social institutions?
- Are the media persistently exploited for political and commercial purposes, selling us candidates and products we otherwise would not buy?
- Have the media created a popular culture that has steadily cheapened public taste—"sitcoms" and soap operas instead of Shakespeare and Verdi, Harlequin romances instead of Hemingway?
- Did the news media drive Richard Nixon from office, and did they cost us victory in Vietnam?

The list goes on and on. It might be noted in this regard that the criticisms and questions raised are far from consistent internally or devoid of special-interest motives.

Evidence from mass communication research provides a basis for commenting on several mistaken assumptions made by media critics and others who believe in the media's power to affect our thoughts and actions and to shape our society in various ways, good and bad.

The first of these assumptions is the equating of media content with media effects. In this view, what people see, read or hear—especially when they are repeatedly exposed to the content—actually has the effects one hopes for, or fears, depending upon one's own assessment of a particular message. Based on this simplified stimulus-response conception, for example, are the following convictions:

- Violence in children's TV programming leads to violence on the playground.
- Sexually permissive norms highlighted in films, on television, or in books and magazines are echoed in the behavior of those exposed to such erotic content.
- Sympathetic portrayals of minorities generate compassion and tolerance.
- Media-based campaigns to reduce energy consumption or to get people to lead healthier lives will yield socially desirable results.

Linked with the equating of content with effects is another assumption: that the *intent* of the communicator is faithfully captured in the responses of those exposed to the message. Thus, according to this view, "M*A*S*H" not only entertains, it also successfully conveys the anti-war intent of its producers. Or Archie Bunker's bigotry, rather than giving sanction to prejudiced attitudes, is perceived as misguided, out of date, and morally reprehensible.

In various direct and indirect ways, the public acts upon the mass media rather than simply being influenced by them.
Albert E. Gollin

The evidence from communications research, while admittedly uneven and less than conclusive, nevertheless portrays a set of relationships between the content or intent of media messages and their effects that are far more complex and variable in nature. People bring to their encounters with the mass media a formidable array of established habits, motives, social values and perceptual defenses that screen out, derail the intent or limit the force of media messages. The media certainly do affect people in obvious and subtle ways. But no simple 1:1 relationship exists between content or intent and effects.

Moreover, while media audiences are massive in size—a precondition for mass persuasion—they are socially differentiated, self-selective, often inattentive, and in general—to use a term once employed by Raymond Bauer of Harvard University—"obstinate." As targets they are elusive and hard to please or to convince. People actively use the media for a wide variety of shared and individual purposes. People are not readily used *by* the media. Why is it, then, that we believe that others in the viewing or reading public are more gullible or passive than we ourselves?

Another assumption often held is that the mass media now operate in an unre-

Gollin is vice president/associate director of research of the Newspaper Advertising Bureau. This article is excerpted from a presentation he made Dec. 9 at a public forum in Washington, D.C., on "Can the Mass Media Control Our Thoughts?" The forum was part of the Smithsonian Institution's eighth international symposium on "The Road After 1984: High Technology and Human Freedom."

strained fashion, and that their autonomy is a prime source of their power. But media publics not only are individually resistant to the content offered them, in free societies they also significantly affect content through the operation of various feedback mechanisms. In this connection, one has only to recall the decisive role of broadcast ratings, film box-office receipts, subscription and circulation revenues, and the like as market forces that constrain the predilections of media operators and producers. To these "bottom-line" influences one must add the constant stream of criticism, letters and phone calls, self-criticism based on professional values that include service to the public, legal restraints, and the results of marketing studies that seek to discover public tastes, preferences and needs.

Thus, in various direct and indirect ways, the public acts upon the mass media rather than simply being influenced by them. And with the variety of content choices and exposure opportunities expanding steadily, thanks to new communications technologies, the likelihood of successful mass persuasion by the media diminishes still further.

This last point bears upon the initial reception of new technologies, including each of the mass media. As a new type of technology emerges, it is often met by either or both of two sharply contrasting reactions. The first of these is aptly symbolized by the image of the cornucopia—the horn of plenty. The new technology is hailed for its potential benefits—enriching people's lives, removing burdens and contributing to human progress. The contrasting perspective is symbolized by the image of the juggernaut—the machine that is unstoppable, crippling or constraining human freedom.

While at times unquestionably guilty of harmful excess and error, the mass media are less powerful than their critics fear—or than their own agents sometimes like to believe.

Most technologies, the mass media included, rarely fulfill either set of extravagant hopes or fears. As they diffuse and become integrated into societies, they change things in the process of extending human capacities. But so too do new forms of art, law, scientific knowledge, war and modes of social organization. Only with hindsight, and often with great difficulty, does it become possible to assess which of these has affected society more broadly and decisively, especially when it comes to human freedom.

To sum up, while at times unquestionably guilty of harmful excess and error, the mass media are less powerful or autonomous than their critics fear—or than their own agents sometimes like to believe. Media publics are far from compliant or passive, and they are becoming increasingly less so as media choices multiply.

Finally, to contradict Ralph Waldo Emerson, things are not in the saddle, riding humankind. Given the existence of media diversity and continuing feedback from the public, the risks of media-fostered political or cultural hegemony remain small.

In any case, such risks are inseparable from those intrinsic to the functioning of free societies, in which the media now play a variety of indispensable roles. □

Public finding some new approaches in efforts to keep eye on the media

Americans are finding new and unusual ways to try to keep track of their news media.

"The public's fear and distrust of the media should not be underestimated," reported a group of 144 citizens participating in the so-called "Arizona Town Hall" late last year. The Town Hall is sponsored by the private Arizona Academy, a group of business, civic and labor leaders. Its goal is to stimulate debate on public issues.

After four days of discussing the role of the media in Arizona, the group called for more media self-monitoring through establishment of press councils to handle complaints, use of ombudsmen, more forthrightness in correcting errors, a public education program about how the media function, and continuing education programs for journalists.

"I'm a believer in the First Amendment," said John M. Olson, executive vice president of the Arizona Cattlegrowers Association and a Town Hall participant. "I don't want the media to be regulated," he told a reporter.

"But I fear you, and I do not respect you some of the time. I don't respect some of your reporters."

Some participants reported they had come to the sessions with "blood in their eyes" from prior personal experiences with the press but left with a much better feeling about the media after the Town Hall session.

In Cleveland, a businessman is taking it upon himself to poll his colleagues in several cities about their views on the media.

"Community progress can be stymied if the newspapers, and the other media, are not a full partner in trying to improve the city," says marketing consultant Richard E. Gerbracht. "If the newspapers continually report the news with a negative tone to it, it turns everybody against each other."

He says his informal surveys have shown significant "variances" from city to city in business executives' perception of the quality of the news media.

Gerbracht, who says he's been gathering information on media performance for 25 years, declines to say what he intends to do with his data, other than "maybe write an article for the Columbia Journalism Review, or something like that."

Businessmen, when aroused by the reportage of a local media outlet, have been known to go to much more extraordinary lengths to vent their ire.

Last year in Huntsville, Texas, for example, a group of businessmen decided the 133-year-old Huntsville Item was too negative in its reporting. They put up nearly $4 million to open the competing Huntsville Morning News, which takes a "good news" approach to local reporting.

But one retired newsman observes that the News is a very expensive "town bulletin board" for local business interests and activities. —*Neil D. Swan*

Supreme Court says jury selection must be conducted in open

In a victory for the media, the U.S. Supreme Court ruled 9-0 that the constitutional right of the public and press to attend criminal trials extends to jury selection.

But the media lost a round when the court left intact a ruling that journalists were guilty of trespass while covering a demonstration at a nuclear power plant construction site.

In the jury-selection decision, the court said the *voir dire* process must be conducted in open session unless a trial judge can cite specific reasons why it must be closed.

The court heard the case on appeal of a Riverside, Calif., newspaper that objected to a trial judge's order closing a portion of the jury-selection process in a death-penalty case and permanently sealing the related transcript. The California Superior Court said the order was designed to protect jurors' rights of privacy.

But the Supreme Court said in *Press-Enterprise Co. v. Superior Court of California* that the "presumption of openness may be overcome only by an overriding interest based on findings that closure is essential to preserve higher values and is narrowly tailored to serve that interest."

Writing the opinion of the court, Chief Justice Warren E. Burger also said trial judges ordering closed jury selection must explain why closure is necessary. "The interest is to be articulated along with findings specific enough that a reviewing court can determine whether the closure order was properly entered," he said.

Burger also said, however, that portions of proceedings could be kept secret in special instances to protect a potential juror from "embarrassment" or from disclosure of sensitive information.

ANPA and other press groups had said in a friend-of-the-court brief that jury selection should not be closed unless a strict balancing test is met.

In a similar case, Burger in late January failed to act on an emergency petition submitted Jan. 17—one day before the Press-Enterprise decision—by four North Carolina newspapers protesting a closed jury selection in Winston-Salem. The newspapers, which asked Burger to stop the *voir dire* that was in progress, withdrew their petition Jan. 23 because jury selection was over. Defendants in the U.S. District Court trial were alleged members of the Ku Klux Klan and Nazi party. They had been charged with civil rights violations in a 1979 incident in which several people were killed.

In the trespassing case, the Supreme Court denied *certiorari* in a petition by nine reporters and cameramen who were found guilty of trespass because they had strayed from a designated viewing area at the Black Fox, Okla., nuclear power plant site to follow protestors. The 319 protestors also were charged with trespassing, but their trial resulted in a hung jury.

The trial judge in the journalists' case ruled that the First Amendment does not carry with it an unrestrained right to gather information. He also said that newsmen have no constitutional right of access to scenes of crimes where the general public is excluded [presstime, July 1983, p. 25].

In other Supreme Court developments:

• The Justice Department asked the court to overturn a lower-court decision that names of people providing the CIA with confidential information may not necessarily be exempt from disclosure under the federal Freedom of Information Act, even if the sources are promised confidentiality by the CIA. The court said the names may not be protected if the information provided is innocuous and can be obtained from a public source. The Justice Department argued that the decision, issued by the U.S. Court of Appeals, District of Columbia Circuit, could endanger the CIA's ability to perform intelligence operations effectively.

• The court held 5-4 that copyright law does not forbid videotaping television programs for personal use. However, Congress is expected to consider legislation granting new royalties to compensate television producers and performers for shows that are taped. —*C. David Rambo*

COURT BRIEFS

• The U.S. Court of Appeals, District of Columbia Circuit, said corporations enjoy constitutionally protected privacy interests that would allow some documents filed in public court proceedings to remain sealed.

As such, the court said, The Washington Post **may not publish certain information** learned in the discovery process of a libel suit filed against the newspaper by William P. Tavoulareas, president of Mobil Corp. [presstime, May 1983, p. 65].

• Two reporters for the Daily News of Los Angeles received a favorable pretrial decision in a **libel suit** brought by former Iranian hostage Jerry Plotkin. A California Superior Court judge said the reporters may present as witnesses two one-time confidential sources who have allowed themselves to be identified.

The case gained widespread attention not only because Plotkin was an Iranian hostage but also because the Daily News required its reporters to testify after being faced with a $60-million default judgment [presstime, April 1983, p. 12].

• Another state has upheld the right of the public and the press under the First Amendment to **attend pretrial hearings in criminal cases**.

The Minnesota Supreme Court ruled that a trial court, before closing pretrial hearings, must give notice of the closing, hold a hearing, make findings of fact and determine that all alternatives to closure would be ineffective. The decision came on an appeal by the Minneapolis Star and Tribune, which objected to a trial judge's closing a hearing in a murder case.

• The U.S. Small Business Administration's policy of prohibiting **loans to "opinion molders"** has come under congressional scrutiny again.

The House Small Business Subcommittee on Export Opportunities and Special Small Business Problems recently held a hearing on the policy and on a bill introduced by Rep. Joseph P. Addabbo (D-N.Y.). The bill, HR 1157, would restrict the SBA's authority to deny financial help solely because a business's primary concern is the communication of ideas.

In the Senate, a bill has been introduced to permit SBA loan guarantees to opinion molders [presstime, Jan. 1982, p. 15].

Tribune Co. must sell shoppers, weeklies

Tribune Co. of Chicago must sell its two shoppers and three weekly newspapers in Osceola County, Fla., under the proposed settlement of the antitrust suit brought by the Justice Department against the company and its subsidiary, the Sentinel Star Co., publisher of The Orlando Sentinel.

Filed in May 1982, the suit alleged that the "probable effect" of the Sentinel Star Co.'s October 1980 purchase of five weekly publications in its marketplace "would be substantially to lessen competition" for advertising.

The suit sought court-ordered divestiture of Sentinel Star's newly acquired properties in Osceola, the county just south of Orange County where Orlando is located.

Despite their agreeing to settlement, officials of the Chicago-based newspaper company maintain that the charges are unfounded.

"We still think we would have prevailed," said David A. Hosokawa, president of Sunbelt Publishing Co., the Tribune Co. subsidiary that operates the Osceola County publications and nine others, most of which are located in Florida. "We have not violated any laws or regulations."

The company agreed to the settlement because of the time and expense involved in defending the suit, Hosokawa said. The five papers in question would have to be profitable for "many, many years" to cover legal expenses that likely would accrue, he added. "We decided we would be better off to settle it—to sell them."

Settlement terms were spelled out in a proposed antitrust consent decree that the Justice Department filed Jan. 20 in U.S. District Court, Orlando. If approved by the court, the decree would require Sentinel Star to sell—within a year—two paid weeklies, the Kissimmee Gazette and the St. Cloud News, and three free-circulation shoppers, This Week in Osceola County, Osceola Shopper and the St. Cloud Shopper. A six-month extension of the deadline may be available.

The decree also would block Sentinel Star from acquiring other print media carrying local advertising within The Orlando Sentinel's primary market area for 10 years.

If the publications are not sold within the specified time, the court would assign a trustee who, at Sentinel Star's expense, would try to find a buyer.

The Justice Department filed suit following an investigation that was started three months after Sentinel Star Co., for $4.1 million, bought the five publications from Mr. and Mrs. Richard L. Luzzader. The Luzzader publications "were the only substantial competitors of the Sentinel . . . in the sale of local print advertising directed at Osceola County," the Justice Department alleged. "The effect of the acquisition was to increase the level of (print ownership) concentration in markets that were already highly concentrated," the government added.

Divestiture of the weekly publications "would undo the merger and restore competition to the market," the government said in a "competitive impact statement" filed in court with the proposed consent decree.

The only difference between the relief provided by the decree and that originally requested in the complaint is that the decree's injunction against further acquisitions is limited to print media rather than extending to all media carrying local advertising, the Justice Department document stated.

The government said relief obtained by the decree is important not only for the Osceola County market but also "for the effect it may have in inhibiting similar acquisitions in other markets. Today there are relatively few areas with directly competing metropolitan daily newspapers.

"Much of the competition faced by daily newspapers comes from weeklies and shoppers. As competition between daily newspapers decreases, and the competition provided by other publications such as weekly newspapers and shoppers increases in importance, the need to protect against a substantial lessening of competition through acquisitions by daily newspapers of their weekly and shopper competitors also becomes more important."

But Sunbelt Publishing's Hosokawa said the settlement sets no precedent for the newspaper business. Markets are so different that each must be analyzed individually to determine any possible liability, he said. —*C. David Rambo*

Justice probes charges of shopper

The Indiana (Pa.) Gazette, target of an antitrust suit filed by a competing shopper publication, also is the subject of a U.S. Justice Department inquiry into alleged antitrust violations.

The Justice Department last fall served on the Gazette a civil investigative demand, consisting of a series of questions designed to show whether the newspaper has attempted to monopolize through predatory pricing, according to Gazette attorney Jonathan E. Thackeray.

The Gazette has responded to the investigative demand and to the lawsuit, denying any antitrust volations.

The Justice Department filed its request for information after John T. Lockmonic, publisher of the shopper—The Little Dealer—wrote the department a letter complaining of predatory pricing.

Lockmonic filed the suit against the Gazette last Oct. 4 in U.S. District Court, Pittsburgh [presstime, Nov. 1983, p. 12]. That case is in discovery stages.

A Justice Department spokesman confirmed that the department is "looking at allegations of anticompetitive activity" in the Indiana market. But he would not comment on the investigative demand served on the Gazette, a 21,083-circulation evening daily. □

Judge overturns N.Y. newsrack rules

A federal judge Jan. 24 struck down certain newsrack regulations imposed by the Metropolitan Transportation Authority of New York City, saying they violate the First and 14th Amendments.

U.S. District Court Judge William C. Conner granted summary judgment to Gannett Satellite Information Network Inc., which had challenged restrictions on placement of USA Today newsracks in MTA facilities such as subway stations [presstime, Oct. 1983, p. 4].

Among other things, Gannett had protested higher fees that MTA had planned to charge for USA Today boxes than are being charged other newspapers.

Gannett Co. Inc. attorney Alice N. Lucan said the case is significant because it "specifically addressed the ability to distribute by means of newsracks in public transportation areas." □

Canadian Access to Information Act starting to pay dividends

Canada's new Access to Information Act is experiencing growing pains, according to a report on its first 150 days of existence.

Canadian journalists attempting to use the law, which took effect last July 1, are encountering problems not unlike those experienced in the United States when the Freedom of Information Act was first implemented in 1967.

Nonetheless, they have used it to produce stories on subjects including cost overruns on government construction projects, government loans and loan guarantees of nearly $500 million to companies involved in an apartment-sale scandal, and use of government jets by VIPs.

The progress report was compiled by the Editorial Services Division of the Canadian Daily Newspaper Publishers Association.

A section on "early problems," written by Peter Calamai, national correspondent for Southam News, identifies four early problem areas:

- Exemptions to the act, to which departments are "creatively" adding
- Delays in getting responses not only to initial requests for information but also to appeals to the federal information commissioner after requests have been denied
- "Access coordinators" at some departments who are uncooperative or who lack authority to release documents
- Uneven application of fees, and vague guidelines for fee waivers and refunds.

The litany of problems "sounds familiar," says Harold C. Relyea, a specialist in U.S government at the Congressional Research Service of the Library of Congress and an expert in the history of the U.S. FOIA.

"In most bureaucracies, you've got well-intentioned people who have been trained and led to believe that they are the experts. This business where the public can come in and retrieve documents is a threat," he says. "Only with time and with a vigorous oversight on the part of Parliament," he predicts, will the situation improve in Canada.

Another similarity between operation of the Canadian and U.S. acts is the usage factor. Just as happened in the United States in 1967, use of Canada's new law is off to a slow start.

In a "Quarterly Report on Operations," a Treasury Board task force reported that only 475 requests for information were received in the first three months of the ATI Act's existence. This is in contrast to the 4,326 requests received during the same period under the Canadian Privacy Act.

Chris Mikula, The Citizen of Ottawa

Reporter Doug Yonson of The Citizen in Ottawa scans story resulting from ATI Act request.

The Task Force on Access to Information and Privacy said the difference in use "probably reflects unfamiliarity with the ATI Act and greater interest in personal information" available under the Privacy Act, which allows individuals to get access to government-held information about themselves. Although both access laws were enacted with the same piece of legislation, many provisions of the Privacy Act had existed under another law.

The government had expected about 15,000 ATI Act requests a quarter. According to Robert Jelking, director of information policy for the Treasury Board, the volume projection was based on use of the U.S. FOIA. However, he said, it is possible that in the United States people are using the FOIA to get the kind of information that Canadians are using the Privacy Act to obtain.

Jelking also said that press accounts might have led some people to conclude that "it was going to be too expensive (to use), and they were not going to get anything anyway" from an ATI Act request. But as stories begin to appear that mention they are based on information released under the act, Jelking believes more people will be encouraged to use it.

In some ways, the Canadian law is ahead of the early U.S. FOIA. For instance, it already has a deadline for initial responses—30 days. The deadline involved in FOIA requests in the United States, 10 days, was added to the act seven years after it took effect.

For another thing, the Canadian law already requires each department to publish an "Access Register" listing the materials available. This provision, too, was added much later to the U.S. FOIA.

In a related development, the Federal Court in Ottawa Jan. 18 heard the first case to be brought under the new law.

The case involves a request by Iain C. Hunter, national editor of The Citizen of Ottawa, for documents upon which the government based its decision to grant $34 million in federal loan guarantees to Maislin Industries Ltd., a trucking concern that later went bankrupt. Maislin opposes release of the documents.

A decision was pending at press time.

—Margaret Genovese

Audiometric testing must start

Newspapers have until March 1 to complete so-called "baseline" audiometric testing of all employees in hearing-conservation programs. Under a rule of the federal Occupational Safety and Health Administration, a baseline audiogram is the basis for comparison of future testing of an employee for possible hearing problems.

Mark Jones, The Dallas Morning News

Nurse tests a Dallas Morning News employee.

In an "environmental alert" sent to ANPA-member newspapers in late January, Dr. Howard R. Brown, medical director of The New York Times Co. and chairman of the ANPA Environmental Committee, warned that OSHA is conducting noise inspections and that most of the citations being issued are for violations of the hearing-conservation program rule [presstime, April 1983, p. 11].

A checklist to help newspapers evaluate their hearing-conservation programs accompanied the alert.

Brown cautioned smaller newspapers that they may be covered by the rule. "ANPA inspections of newspapers with circulations of 25,000 and less have revealed that a large percentage of these newspapers may now be subject to the provisions" of the hearing-conservation rule, he said.

For more information, contact the ANPA Environmental Office at The Newspaper Center. □

A short-lived ban on reading newspapers

He was aiming at improving professionalism and productivity. But when a federal bureaucrat banned the reading of newspapers and magazines in the office—even during lunch and breaks—his aim missed the target.

The memo issued by Joseph W. Pfeifer started out innocuously enough. "Just a reminder regarding our professional appearance during working hours," he wrote to the 16 staffers in the Cost Management Section, Design and Construction Division, of the General Services Administration's regional office in Washington, D.C.

Then he decreed: "Newspapers and magazines will no longer be permitted in this office during working hours, which includes lunch and breaks. If you feel you must keep up with the world, do it on your own time at home or out of the office."

Pfeifer, a long-time GSA employee, said other supervisors approved of his actions. But his boss, William F. Madison, administrator for GSA's National Capital Region, did not.

"I want to encourage people to read and have a well-rounded view of the world beyond the corners of GSA whenever they have time—even if they eat at their desk," Madison told The Washington Post.

The day the Post published a story about the memo, Pfeifer issued a significantly toned-down version to "clarify the intent" of the original. "Newspaper and non-technical magazine reading at your work stations at other than scheduled lunch breaks is discouraged," he said.

Pfeifer said the original memo was written "in haste." He insisted he was not trying to stop his employees from "gaining knowledge" or to tread on their liberties. "I'm not a communist. I'm not saying you can't read newspapers and magazines."

It was just that the reading situation in the office "more or less had gotten out of hand." All he wanted to do, he said, was to improve the professional appearance of the office and to get more work out of the work day.

"After all, you and I are taxpayers," he noted.

Battle over detached labels heats up

Taking something other than a detached view of the situation, ANPA has re-emphasized its belief that detached labels used in mailing advertising supplements add to U.S. Postal Service costs, and that more should be charged for their use.

The comments were filed during the latest round of the Association's bid to convince the independent Postal Rate Commission to disallow use of the detached labels altogether. The commission requested additional information to determine if it should proceed with ANPA's petition [presstime, Jan. 1984, p. 36].

Detached labels are separate, postcard-like pieces that typically carry the addresses of recipients of grouped advertising supplements—known as "marriage mail." The biggest user of the labels for third-class mailings is Advo-System Inc., although other firms—including some newspapers—also are making use of them.

Advo, which opposes the ANPA petition, has said the labels save the Postal Service time and money. However, the Association maintained that "if two separate items have to be handled, then that is more expensive than handling a single item."

USPS favors continued use of the labels as outlined in the service's Domestic Mail Manual. □

Postal Board elects new chairman

John R. McKean, president of a San Francisco Bay-area accounting firm he founded in 1958, was elected chairman of the U.S. Postal Service Board of Governors Jan. 10. He succeeded Chairman Robert L. Hardesty, whose term on the board expired.

In a related development, President Reagan made two recess appointments to the board—appointments that will expire at the end of the current session of Congress unless the Senate confirms the nominees. Appointed were Frieda Waldman of Claremont, Calif., administrator of the Forrest Day School in Montclair, Calif., and Ruth O. Peters of Arlington, Va., a 24-year Postal Service veteran who served as director of the Office of Postmaster Selection. □

More papers entered cable TV for competition than profits

More newspapers that became involved in programming for cable television say they did so to protect their competitive position than to profit from the ventures. And more say they were driven by thoughts of preparing for tomorrow's technologies than by testing today's.

Those were some of the findings revealed in the final report of a 1983 survey of U.S. and Canadian newspapers producing programming for cable TV channels. Sixty-nine newspapers returned the questionnaires distributed by ANPA and the Newspaper Advertising Bureau. The report was prepared by NAB's Marketing/New Technology Department in coordination with ANPA's Telecommunications Department.

Asked to choose which of two reasons for getting involved in a cable venture was more important to their newspaper, 34 newspapers, or 49 percent, indicated it was a defensive, competitive move, compared with 25 that indicated that it was because cable seemed like a good business opportunity.

Asked to select between two other reasons to begin such a venture, 42 newspapers, or 60 percent, indicated that it was to prepare for future communications technologies such as teletext and videotex, compared with 17 newspapers that indicated it was to test the viability of cable as an alternate delivery system for the newspapers' data bases.

The report also revealed how the 11 newspaper/cable ventures that were reported as currently profitable differ from the 58 others that remain in the red [presstime, Dec. 1983, p. 24]. Among them:

- Nine of the 11 started prior to 1982, the year in which the greatest number of newspapers began their ventures. But the report noted this does not necessarily mean that the longer a venture has been operated, the more likely it is to be profitable—because some of them were profitable early.
- Seven of the 11 are group-owned, compared with only 23 of the remaining 58. "This suggests that newspaper groups offer know-how and/or pressure to member papers to conduct profitable operations," the report said.
- Eight of the 11 have circulations under 25,000, compared with 27 of the remaining 58.
- Six of the 11 have only one cable system to distribute programming in their circulation area, compared with only one-third of the remaining papers.
- All of the profitable ventures use the newspaper's staff rather than a separate staff, indicating "a modest investment in staff."
- The profitable ventures program fewer channels than the unprofitable ones.
- Seven of the 11 offer some video programming, compared to less than half of the remaining 58.
- All are doing better than the unprofitable operations in selling advertising, especially text ads.

All of these differences "suggest that smaller operations—with low entry costs—which sell their . . . (text ads) have a better chance of being profitable," according to the report.

The report also detailed such things as the types of programming and advertising available on newspapers' cable channels, types of equipment and facilities used, and newspapers' plans for improving or expanding their cable operations and for involvement in other telecommunications ventures.

Copies of the report are available from ANPA at The Newspaper Center or from NAB at 485 Lexington Ave., New York, N.Y. 10017. —*Margaret Genovese*

A production crew films a real estate commercial for The Home Channel, a 24-hour, all-real-estate cable TV information service operated by R/G Cable, a division of Phoenix Newspapers Inc. Valerie Godwin directs filming by Richard Gress (center) and technician Dave Cady.

Access fees delayed

The Federal Communications Commission in late January decided to delay implementation of its controversial access charges for home and single-line business phones from April 3 until at least June 1985.

The action is expected to have a favorable impact on large, private-line users—such as the Associated Press and United Press International—that were bracing for heavy land-line cost increases in April [presstime, Jan. 1984, p. 11].

However, it was not clear immediately after the FCC decision exactly how much the wire services might save. □

Nat'l QUBE goes down tube

QUBE, the two-way, interactive cable system once heralded as the wave of the future in cable television, has lost its national network. Warner Amex Cable Communications closed the nine-month-old network Jan. 16 because the company said it failed to get advertiser support and because two-way cable technology has not expanded as fast as had been hoped.

The network had provided 90 minutes of interactive programming, delivered by satellite, each weekday for Warner Amex's six QUBE systems. Using the systems' two-way capability, viewers could answer questions posed on the programs by pushing buttons on their specially equipped cable converters.

A Warner Amex spokeswoman said the company had expected more two-way cable systems to develop and provide a bigger audience for the programs.

QUBE systems are located in Dallas, Houston, Pittsburgh, the St. Louis area, Cincinnati and Columbus, Ohio, where QUBE began in 1977. These systems still offer some, primarily locally produced, interactive programming, the spokeswoman said.

Cable subscribers pay a premium for the service tier that includes interactive programming.

Warner Amex, a partnership between Warner Communications Inc. and American Express Co., is scaling back in other areas, too. The fifth largest cable system operator in the United States, it is renegotiating franchise agreements in Dallas and Milwaukee. In Milwaukee, the company now wants to defer offering two-way service. In both cities, it is seeking to reduce the number of channels offered and make other cutbacks.

Cable system operators like Warner Amex are not the only ones retrenching. The shakeout also is continuing in newspaper/cable TV programming. Two more newspaper companies—The Journal Co. in Milwaukee, which publishes The Milwaukee Journal and Milwaukee Sentinel, and the Nevada (Iowa) Evening Journal—scrapped unprofitable cable TV ventures. Both were operating text news and ad services, and the Milwaukee Journal was selling advertising for a cable system. □

Electronic publishing on campus

More than a third of U.S. journalism schools responding to a recent survey offer courses dealing with electronic publishing, but less than one-sixth of the courses offer any "hands on" experience.

Preliminary results of the study by ANPA and the Association for Education in Journalism and Mass Communication reveal that 77 schools, or 37.4 percent, of the 206 college journalism programs returning questionnaires, said they had courses dealing with videotex, teletext, cabletext or related technologies.

Of the 170 such courses being taught at these schools, almost half are existing courses, such as "Introduction to Mass Communication," into which materials on electronic publishing have been inserted, according to an analysis of the responses by Lee B. Becker, professor at the School of Journalism at Ohio State University.

Becker noted that in only 24 cases do students receive "hands on" experience with the new technologies. "For the most part, the courses being offered are not skills courses so much as general overviews," he said.

In addition to adding materials to existing courses, Becker said the three other ways schools are incorporating electronic publishing into the curriculum are with courses or seminars that deal with the subject in very general terms, with courses that deal more specifically with electronic publishing and its relationship to the newspaper business, and with courses aimed at teaching students to report, write and edit for the new media.

The study identified 13 schools that offer the latter, most-specific type of courses in electronic publishing. They are Rutgers, Florida, Memphis State, Kentucky, Ohio State, Ohio, Indiana, Bradley, Tulsa, Texas Christian, Brigham Young, San Francisco State and Oregon. It was coordinated by Becker of AEJMC's Committee on Communications Technology and Policy and by the ANPA Telecommunications Department. □

TELECOMMUNICATIONS NOTES

• In a joint venture with Warner Amex Cable Communications Co. of Dallas, The Dallas Morning News Jan. 1 began a **24-hour cable news channel** featuring text and video programming.

The channel carries no advertising and is being viewed as an extension of the newspaper's marketing and promotion efforts, according to company officials.

• Scripps-Howard Broadcasting Co. has **expanded its cable TV holdings.** A partnership between its subsidiary, Scripps-Howard Cable Co., and cable entrepreneur Charles F. Dolan purchased a 50,000-subscriber southern Connecticut cable system for $50 million.

• Publisher Rupert Murdoch was unsuccessful in stopping an exchange of stock between Warner Communications Inc. and a television subsidiary of Chris-Craft Industries Inc. that could thwart a **possible Murdoch takeover of Warner.**

The exchange, in which Warner acquired 42.5 percent of BHC Inc. and BHC got 19 percent of Warner voting stock, was completed Jan. 18.

The stock swap reportedly was initiated by Warner as an attempt to block a Murdoch takeover bid, although the company denies that this was its intent. Federal Communications Commission rules prohibit the common ownership of newspapers and broadcast stations in the same community. BHC owns KMOL in San Antonio where Murdoch owns two daily newspapers, the San Antonio Express and The News. At press time, an appeal to the FCC by Murdoch and court action by Murdoch and Warner were pending.

• ANPA Jan. 6 wrote House Commerce Committee Chairman John D. Dingell (D-Mich.) to express "strong reservations" about several provisions in HR 4103, a bill to clarify **regulatory policy over cable television.** The Association said it was particularly concerned about the bill's prohibition against daily newspapers owning cable systems in their markets [presstime, Nov. 1983, p. 15]. However, ANPA expressed general support for the intent of the legislation.

• Southern New England Telephone Co. has **agreed not to engage in electronic publishing** until at least August 1989 as part of a settlement in a case brought by 11 Connecticut daily newspaper companies [presstime, July 1983, p. 30].

Settlement terms conform partly with electronic-publishing restrictions placed on AT&T in the antitrust consent decree under which divestiture took place Jan. 1. SNET was excluded from electronic publishing prohibitions in the divestiture because it is not wholly owned by AT&T.

U.S. pullout from UNESCO will not halt monitoring

Publishers interested in world press freedom matters are reserving judgment on whether the announced intention of the United States to withdraw from UNESCO will alter their ability to monitor that international forum or to thwart its attempts to impose a new world information and communications order.

If the United States does leave, ANPA international affairs activists say they will continue to monitor UNESCO activities through other groups. ANPA is a member of the World Press Freedom Committee, International Federation of Newspaper Publishers and the International Press Telecommunications Council and the Association cooperates with the International Press Institute, Inter American Press Association and the International Federation of Journalists. All six groups have non-governmental member status with UNESCO.

K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., and chairman of ANPA's Government Affairs Committee, said a preferable outcome would be for UNESCO to get the message and "return to a more cooperative, more constructive, less spendthrift form of action," thus giving the Reagan administration reason to reconsider its decision to abandon the United Nations agency.

But failing that development, Low said, "it is best for us to pull out at the end of 1984 than continue to be affiliated with an organization whose ideals have been debased from what its charter intends."

"We hope this sends an important message, which, if heeded, might make such a withdrawal unnecessary," added Harold W. Andersen, publisher of the Omaha (Neb.) World Herald. Andersen, chairman of the WPFC, said that organization "intend[s] to continue to monitor communications issues at UNESCO and to vigorously oppose any proposals that arise there that threaten press freedom."

Allen H. Neuharth, chairman and president of Gannett Co. Inc. and a vice president of FIEJ, said "all the world will benefit" if the U.S. move to withdraw from UNESCO "changes that organization's thrust" in the press-freedom area.

Anticipated for some time [presstime, Jan. 1984, p. 38], the decision was announced Dec. 29, thus providing the required one-year notice in advance of the proposed December 1984 withdrawal.

While many media officials expressed belief that the threat of U.S. withdrawal will have a sobering effect on UNESCO, Leonard Sussman, executive director of Freedom House, said the United States shares responsibility for some of the problems the State Department cited as reasons for leaving the international forum. "Things went from bad to worse in UNESCO" during a period when the United States was an "inactive, apathetic presence," said Sussman, whose organization monitors freedom throughout the world.

UNESCO's Paris headquarters may be abandoned by U.S. representatives.

Correction

The Associated Press was not the first news agency to distribute news by teleprinter in China, as was reported in the December issue of presstime, p. 15. United Press International and the AP reached agreement with Xinhua, the official Chinese news agency, simultaneously last Sept. 30.

Presstime regrets the error. □

WORLD PRESS NOTES

• Winding up a year of increasingly severe **press controls in Uruguay**, the military government halted distribution of several editions of a daily, El Dia, and a weekly, Somos Idea, and censored other weeklies. In addition, it suspended broadcasting of a radio station.

In cabled protests to the country's president, Gen. Gregorio Alvares, the Inter American Press Association and World Press Freedom Committee asked for an end to "prior censorship," which WPFC Executive Director Dana Bullen said had not been extended to weekly papers since 1934.

• The government of Greece imposed a **two-year prison sentence** on a Cypriot correspondent for The Daily Telegraph of London for libeling and defaming the publisher of Ethnos, the country's largest newspaper.

Paul Anastasiades was charged with writing in his book, *Take the Nation in Your Hands*, and in an accompanying press release that Publisher George Bobolas was "an agent of influence" for the Soviet Union, and that his paper was connected with the "disinformation department" of the Soviet intelligence service, the KGB.

Anastasiades, who publishes under the name Paul Anastasi and is also a part-time correspondent for The New York Times, is currently free pending an appeal.

• **Jacobo Timerman**, former publisher of the now-defunct newspaper, La Opinion, returned to Argentina Jan. 7 after four years in exile. He had been arrested in 1977 and held without trial for alleged links with leftist groups opposed to Argentina's military regime.

Now an Israeli citizen, Timerman returned to Argentina following the recent election of civilian President Raul Alfonsin.

Prior to the U.S. announcement, the pullout was supported by some influential U.S. newspapers. Calling UNESCO a "babble of words notable for their muddiness and dishonesty," The New York Times said "if done in a constructive spirit," withdrawal or the threat of withdrawal "might persuade UNESCO to reexamine its purposes." The Washington Post said "the jolt of an announced intention to withdraw is indicated."

Some critics of the decision to get out of UNESCO charged that by doing so the United States will be leaving the field to the Soviets. A State Department spokesman told presstime, "to the extent that is true, we're taking the goal post, the scoreboard and the benches with us, too. The game won't be covered the same way (without U.S. participation).

"UNESCO is going to lose so much credibility and influence, whatever they do henceforth will have minimal impact compared to what it would be with the U.S. participating in the debate," he said.

The United States has provided funding for about one-fourth of UNESCO's 1984-85 budget, which will total about $374 million. The Reagan administration's statement of withdrawal said that once having left UNESCO, the United States will support "other means of cooperation between governments" and "various forms of private sector activity."

Just what form this activity will take is still under study, but State Department officials say the United States could enter into bilateral agreements with individual countries, work through regional organizations (such as the Organization of American States) and international organizations (including the UN and its agencies), enter cooperative agreements with UNESCO itself, or take unilateral actions (perhaps for such functions as the collection of scientific data).

Although Gregory Newell, assistant secretary of state for international organizations, called the decision to withdraw "firm," Secretary of State George P. Shultz wrote UN Secretary General Javier Perez de Cuellar that the United States "remain(s) open to indications of significant improvement (by UNESCO)."

In a seven-page, single-spaced letter delivered to the State Department Jan. 19, UNESCO Secretary General Amadou-Mahtar M'Bow of Senegal said he hopes the United States, "after reconsidering the whole situation, will decide to remain in UNESCO," with "full and wholehearted cooperation."

"I have always emphasized the need to maintain the universality of (UNESCO)," M'Bow wrote. —*Marcia Fram*

THE GRENADIAN VOICE

Editorial

THE NEW BEGINNING

The first edition of the previously banned Grenadian newspaper thanked America for intervening.

ANPA donates $30,000 for Grenada press

The ANPA Board of Directors took special steps Jan. 24 to assist restoration of a free and independent newspaper voice on the Caribbean island of Grenada.

The Board, meeting at Lyford Cay in the Bahamas, approved a grant of about $30,000 from ANPA Foundation to the World Press Freedom Committee for the purchase of a reconditioned printing press for The Grenadian Voice. The newspaper was closed by the late Prime Minister Maurice Bishop after one issue in 1981, and its editor was jailed.

The weekly resumed publication shortly after U.S. military intervention and release of the editor. It had been hoped that an East German press Bishop had obtained from Cuba for a government newspaper could be used, but production experts inspecting it soon realized this would be impossible.

Currently, the 5,000-circulation newspaper is being printed at The Trinidad Express near Grenada.

ANPA Chairman and President William C. Marcil said, "ANPA is very pleased to be able to assist in the restoration of a newspaper on Grenada free of governmental financial support and control. We have every reason to believe that with the donation of a printing press, the Voice will be able to flourish as an economic entity and to provide for Grenadians the kind of free press which is integral to free societies everywhere."

George Beebe, WPFC vice chairman for projects, located the reconditioned printing press in Miami. □

WARC '84 has implications for West

Developing nations are making a bid for a greater share of the world's high-frequency airwaves at the 1984 World Administrative Radio Conference now being held.

Attended by delegates from about 110 nations, the meeting in Geneva, Switzerland, began Jan 10 and will conclude Feb. 10. It is the first half of an effort by the United Nations' world broadcasting authority, the International Telecommunications Union, to arrive at a method for allocating the limited and already overcrowded short-wave radio frequencies.

Actual assignments will not be made until the second half of the conference, planned for 1986.

Also surfacing at the Geneva meeting was the issue of "jamming," primarily practiced by Soviet bloc countries and some Third World nations attempting to block transmission of radio programs from outside their borders.

The 1984-86 WARC Conference is a follow-up to WARC '79, at which nations allocated a wide spectrum of radio waves to the year 2000 [presstime Jan. 1980, p. 10]. The current conference is limited to high-frequency, or HF, bands used for broadcasting. The Voice of America, Radio Liberty and Radio Free Europe, as well as their counterparts in the Soviet bloc, use HF bands to broadcast their messages throughout the world.

As they acquire the technology for HF transmissions, developing countries are seeking additional allocations in the high-frequency spectrum.

An underlying issue in Geneva is the demand—made by Third World countries at other UN forums—for a "new world information and communication order." Under such a proposal, those countries seek to control their own airwaves, keeping their citizens free from what they consider excessive influence from more developed nations.

Leonard H. Marks, a Washington, D.C., attorney who is secretary-treasurer of the World Press Freedom Committee, is chairman of the U.S. delegation to WARC. In congressional testimony last fall, Marks warned that "while the format of this conference will be technical, the issues that will be dealt with in Geneva have potentially serious and far-reaching political implications." □

ANPA, other press groups decline to serve on Sidle committee

When a Pentagon-created committee begins Feb. 6 to weigh recommendations on how to plan news coverage guidelines for future military missions, it will do so without members representing major media organizations.

ANPA and other news organizations declined an invitation from Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, that they nominate representatives to serve on the committee to be headed by retired Army Maj. Gen. Winant Sidle.

However, officials of ANPA, the American Society of Newspaper Editors and the Radio-Television News Directors Association did participate in a Jan. 17 meeting with top White House aides on the issue of press coverage of future military activities [presstime, Jan. 1984, p. 42].

The session was arranged by White House Deputy Chief of Staff Michael K. Deaver after ANPA and ASNE twice wrote to President Reagan asking that he meet with them to discuss deteriorating media-government relations. The request for the meeting came in the wake of the U.S. invasion of Grenada where the government's two-day news blackout touched off protests from many news organizations.

While pledging to cooperate with and testify before the Sidle committee, ANPA and nine other groups declined to nominate members to it, citing their joint "Statement of Principle on Press Access to Military Operations," issued Jan. 10.

That statement said the nation's major press and broadcast organizations "strongly believe" that "the highest civilian and military officers of the government should reaffirm the historic principle that American journalists . . . should be present at U.S. military operations. And the news media should reaffirm their recognition of the importance of U.S. military mission security and troop safety. . . ." (See text below.)

And in a letter to Gen. Vessey, ANPA Executive Vice President Jerry W. Friedheim wrote:

"On behalf of ANPA, I will welcome the opportunity to share views with General Sidle's study panel and to respond to the views of other witnesses in open sessions, even though we feel it inappropriate for ANPA to serve as a 'member' of a government commission."

Sidle indicated the committee will meet Feb. 6-10 at Ft. McNair in Washington, D.C. He has not announced the makeup of the committee, but in addition to military members he was reported to be recruiting deans of journalism schools and people from organizations other than those that declined to participate.

Participating at the White House session were ANPA Chairman and President William C. Marcil and Friedheim; ASNE President Creed C. Black; Edward R. Cony, vice president/news of The Wall Street Journal and chairman of ASNE's Freedom of Information Committee; and Ed Fouhy, ABC News Washington bureau chief and chairman of the RTNDA Freedom of Information Committee.

Meeting with them in the White House Roosevelt Room were White House Chief of Staff James A. Baker III; Deaver; Richard G. Darman, assistant to the president; Larry Speakes, principal deputy press secretary; Peter Roussel, deputy press secretary; and Robert Sims, public affairs counselor.

"We had a very cordial and useful meeting and brought to the attention of the White House officials the points covered

A Statement of Principle on Press Access to Military Operations

This statement was developed by a special committee of senior representatives of these organizations:

ANPA
American Society of Magazine Editors
ASNE
Associated Press Managing Editors
National Association of Broadcasters
Radio-Television News Directors Association
Reporters Committee for Freedom of the Press
Society of Professional Journalists, Sigma Delta Chi
The Associated Press
United Press International

Because a free society's press is not—and should not be—monolithic, no statement can ever be said to be "the position" of "the press." What follows is the carefully considered work of the experienced individuals serving on a special committee from the above organizations, formed after the government denied to the public independent press reports about U.S. military operations in Grenada.

I. We strongly believe that:

First, the highest civilian and military officers of the government should reaffirm the historic principle that American journalists, print and broadcast, with their professional equipment, should be present at U.S. military operations. And the news media should reaffirm their recognition of the importance of U.S. military mission security and troop safety. When essential, both groups can agree on coverage conditions which satisfy safety and security imperatives while, in keeping with the spirit of the First Amendment, permitting independent reporting to the citizens of our free and open society to whom our government ultimately is accountable.

Second, the highest civilian and military officers of the U.S. government should reaffirm that military plans should include planning for press access, in keeping with past traditions. The expertise of government public affairs officers during the planning of the recent Grenada military operations could have met the interests both of the military and the press, to everyone's benefit.

Third, the military study group—appointed by General John Vessey, chairman of the Joint Chiefs of Staff, and headed by retired Major General Winant Sidle—which is to make recommendations to the government about media-military cooperation, should closely consider the above two points. The study group also should consult with military operations experts and make recommendations on how to assure both mission security/troop safety and prompt media access.

Fourth, appropriate committees of the Congress should hold hearings to: develop the historic record of media-military relations more fully, including accumulation of relevant documents; develop the facts of the government's handling of media access in Grenada more fully; and demonstrate how wise leaders can satisfy always

in our previously issued Statement of Principle," said Friedheim. "As in our Statement of Principle, we discussed coverage techniques and access techniques which we think have provided in the past, and could provide in the future, prompt news coverage of military operations while respecting always the need for mission security and troop safety.

"We look forward to continuing discussions on these matters with General Sidle's study panel," he said.

The Pentagon and the White House, meanwhile, were responding to the continuing protests about the Grenada news blackout. The Pentagon said it is developing a contingency plan for dealing with future news coverage of military operations.

"We've got to come up with a system of protecting the mission but still permitting the media to cover an operation," said Pentagon spokesman Michael I. Burch.

And in his frankest public evaluation yet of the Grenada blackout, White House spokesman Speakes said media coverage was "overlooked" in planning the Oct. 25 invasion. "Now, I think we probably could have preserved secrecy with a very small pool of reporters involved from the first," he said.

Les Janka, a former White House deputy press secretary who resigned during the controversy over Grenada coverage, charged in a magazine article that the White House violated the Constitution by barring reporters from the invasion scene.

William C. Marcil

Creed C. Black

James A. Baker III

Writing in Armed Forces Journal, Janka said the administration is guilty of "political stupidity" for allowing the successful military action to be "tarnished by the controversy over media access."

Meanwhile, another public opinion poll confirmed earlier findings—first reported in comprehensive fashion in presstime [Dec. 1983, p. 25]—that the public was much more critical of the government news blackout and more supportive of the media than reports just after the invasion indicated.

In a December telephone survey of 1,249 adults nationwide, the Louis Harris Survey found that "contrary to the conclusion of most professionals in the media, a 65-32 percent majority of Americans is convinced that the Reagan administration was wrong not to allow reporters to accompany the troops that invaded Grenada."

The Harris survey also found that by 52-43 percent, a majority rejects the claim that "the press and TV news pry too much into too many things as it is, so it was good to put them in their place by keeping them out of Grenada."

The only "give" Harris found in opinion toward rationalizing the news blackout emerged in the 54-41 percent majority that went along with the claim that "if the president and the military feel that the press and TV should not be allowed to cover an invasion, such as the invasion of Grenada, then their right to make that decision should not be questioned."

—Neil D. Swan

the joint imperatives of effective military operations and of a timely flow to a free citizenry by a free press of independently-obtained information.

II. We believe these things because:

Since the Revolutionary War, American journalists traditionally have been allowed to accompany American troops on military operations, even when those actions depended upon the element of surprise.

Such access has furthered the vital interest of the public in having independent accounts of the actions of our uniformed men and women in combat, beyond those reports issued by government officials.

Mission security and troop safety interests have been protected—when essential—by limiting the number of journalists accompanying the troops, by voluntary reporting restraints, by limited censorship of information that might aid the enemy, or by delay in the filing of dispatches; but not by exclusion of all journalists. Exclusion of journalists never has been deemed appropriate except in small, clearly covert, intelligence or commando-type hit-and-run operations.

We recognize the presence of two requirements: the requirement that the government conduct effective military operations, and the requirement that the public, via a free press, be independently informed about the actions of its government. Accommodations, representing good faith cooperation between the government and the media, have wisely avoided a direct clash in the courts or in the Congress between these two imperatives.

Unfortunately, such historic accommodations were neither sought nor achieved by the government during the recent Grenada operations. Rather than allowing a small pool of journalists to accompany American forces during the initial phases of an operation involving several thousand U.S. military personnel, the government excluded the American media from the island for more than two days. Thus, during the crucial, early days of the operation, when public concern and interest was most intense, the public was denied an independent source of information. The government's shifting justifications for this unprecedented exclusion—the need for surprise, the safety of journalists, too many journalists, or danger to the troops—either were unfounded or could have been met by proper planning and execution of traditional news-coverage practices.

III. In conclusion:

We believe prompt media access to U.S. military operations can and should be allowed by the government. And, we strongly urge government officials to assure that historic free press reporting to the American public about military activities will be a planned part of future operations under conditions which also assure mission security and troop safety.

Our society remains healthy and free primarily because our public has an independent source of information about its government. Preservation of this principle is essential to the proper functioning of our constitutional democracy and to our national well-being. Without this open flow of information, our system of self-government would not work.

Books

Grammar and style discussed

The elements of grammar and style are examined in *When Words Collide*, a book directed toward students and professional journalists.

Written by Lauren Kessler and Duncan McDonald of the University of Oregon School of Journalism, the book is divided into two parts. Part I reviews basic grammar. Part II is an alphabetized reference of common inquiries about grammar with topics ranging from "Active Voice/Passive Voice" to the correct use of "Your/You're." Also included are spelling rules and "test your-knowledge" examinations of grammar and word use.

The 228-page soft-cover book is available for $11.95 from Wadsworth Publishing Co., 10 Davis Drive, Belmont, Calif. 94002. □

13 women editors profiled

Thirteen women newspaper editors are profiled in *New Guardians of the Press*, edited by Judith G. Clabes, editor of the Sunday Courier & Press, Evansville, Ind.

According to Clabes, of the 3,281 policy-making positions listed in 1982 *Editor and Publisher Year Book*, 315 were held by women. In her book, the 13 women editors discuss their experiences in the corporate hierarchy, the newsroom and the community.

Included are women editors at papers ranging from the Greenville (Texas) Herald-Banner to USA Today.

The 140-page hardback book is available for $19.95 from R. J. Berg & Co., Publishers, Indianapolis, Ind. 46220. □

Technology has impact on rights

Political and economic encroachments on First Amendment rights are explored by Ithiel de Sola Pool in *Technologies of Freedom*, published by The Belknap Press of Harvard University.

Pool, a professor of political science at Massachusetts Institute of Technology, examines free press and free speech in an environment of increased government regulations.

The 299-page hardback book is available for $20 from The Book House, 208 W. Chicago St., Jonesville, Mich. 49250. □

News Research

City, suburban dwellers differ on preferences

BY GUIDO H. STEMPEL III

Guido H. Stempel III

Circulation in the suburbs is crucial to metropolitan daily newspapers. It's all too evident that what appeals to city residents doesn't always appeal to people in the suburbs.

A study by David Weaver of the Indiana University School of Journalism and Virginia Dodge Fielder, director of news and circulation research for Knight-Ridder Newspapers Inc., found demographics and desire to be informed predict readership for suburban residents, but not for city residents.

Their findings are based on telephone interviews with 303 randomly selected residents of the city of Chicago and 300 randomly selected residents of inner-ring suburbs of Chicago. They found that for city residents, reading either the Tribune or the Sun-Times was not significantly related to age, sex, education, income or desire to be informed.

However, they found that among suburban residents, those who are female, older and better educated are more likely to read the Chicago papers. The best predictor for suburban residents, however, was the strength of the desire to be "informed about news and current events."

The results suggest that the best way for a metropolitan newspaper to gain circulation may be to pay more attention to informational needs of suburban readers.

This study was reported in the Summer 1983 issue of the Newspaper Research Journal.

• • •

Standardization of content of newspapers has been discussed often in recent years. The inference has been that newspaper front pages are as alike as McDonald's hamburgers from city to city.

A study by Norman Luttbeg, political science professor at Texas A&M, suggests there is much less standardization than critics suppose. He examined the first three pages of 100 randomly selected daily newspapers for seven randomly selected days in 1980 and 1981. He found 514 different stories. Only 11 of those stories—less than two a day—appeared in as many as half the newspapers.

Far from finding standardization, Luttbeg concluded, "there is little consensus among newspaper editors as to what is the day's important news." His study appeared in the Autumn 1983 Journalism Quarterly.

• • •

The American press has been accused of ignoring the Third World in its news coverage. A study of three major American newspapers by S. M. Mazharul Haque, a native of Bangladesh and a doctoral student at Ohio University, suggests otherwise.

Haque analyzed international coverage in The New York Times, The Washington Post and The Christian Science Monitor for 10 randomly selected days between February and September 1979. He found that 65 percent of the space devoted to international news in these three papers was for stories about Third World countries. The three papers had very similar percentages—64 percent for the Times, 69 percent for the Post and 62 percent for the Monitor.

He also found that 44 percent of the front-page stories in these three papers were international, and of those stories, 82 percent were about the Third World.

Haque's study is also reported in the Autumn 1983 Journalism Quarterly. □

Stempel is a distinguished professor of journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Correction

A number was inadvertently transposed in a news-research column appearing under the headline, "Studies show bias may be overstated," on page 39 of the January 1984 presstime. The sentence should have read: And while 41 percent of the sample agreed that capitalism must be altered before significant improvements in human welfare can be realized, only 18 percent of the business editors agreed. Presstime regrets the error. □

FDA may ease rules governing ads for prescription drugs

The Food and Drug Administration is considering regulatory changes that would relax rules covering prescription drug advertising directed at consumers.

Under current law, the FDA has only one set of rules for prescription drug advertising, and it is directed at both health professionals and the public. The extensive technical information required in each ad, particularly about possible side-effects of the prescription drug being promoted, has meant most such advertising has appeared almost exclusively in professional journals.

Responding to requests by some drug companies to relax these requirements, as well as pressure from consumer groups to retain the rules, the agency has begun a series of studies to assess the impact of widespread prescription drug advertising on the public.

The FDA currently is testing prototype ads for fictitious products with "control groups" of consumers in four cities: Cleveland, Seattle, Buffalo and New Orleans. Those tests, featuring both print and electronic prototype ads, probably will continue into the spring of next year, according to the FDA.

Thereafter, the FDA commissioner will decide whether to issue new regulations for advetisers.

Particularly needed, according to a recent FDA policy statement, is information on whether television ads "can avoid being false and misleading" in the short time available to present information about the product.

Underlying whatever objective data are available is disagreement over whether advertising primarily informs or promotes.

Other objections center on costs.

The American Association of Retired Persons said the drug industry already spends three times as much for advertising and promotion as it does for drug research and development. Any additional advertising costs undoubtedly would be passed on directly to the consumer, said the AARP.

The drug industry itself appears to be divided, with some companies favoring direct-to-consumer advertising and others opposed.

If the FDA does ease restrictions on direct-to-consumer drug advertising, said AARP pharmaceutical specialist Fred Wegner, his organization may seek federal legislation prohibiting it, or voluntary refusal by the media to carry such ads. □

Expenditures up 24%

Advertising expenditures in daily newspapers totaled slightly more than $2 billion in October 1983, a 24.1-percent increase over the previous year, according to preliminary estimates of the Newspaper Advertising Bureau.

All three newspaper advertising categories showed sizable gains. Classifieds, which increased the most, rose 32.4 percent to $625 million. Retail expenditures climbed 21.6 percent to $1.166 billion, and national expenditures went up 17.8 percent to $282 million.

Growth for the first three quarters of 1983 averaged 19.3 percent. □

INCFO lists 27 invoice elements for SAUs

The Institute of Newspaper Controllers and Finance Officers has issued definitions for the 27 elements it recommends newspapers include, as a minimum, on their ad invoices as part of the expanded Standard Advertising Unit system.

The elements were defined by INCFO's Advertising Liaison Committee after confusion developed over the meanings of some of them [presstime, Jan. 1983, p. 14].

INCFO also said that while recommending that newspapers use all 27 elements, it recognizes that some newspapers may not be able to do so because of particular data processing situations and other constraints.

Copies of the definitions were sent to INCFO members and to state and national newspaper organizations. Additional copies are available from INCFO, P.O. Box 17573, Dulles International Airport, Washington, D.C. 20041. □

INAME moving to Reston

A ninth newspaper organization has decided to move its headquarters to The Newspaper Center. The International Newspaper Advertising and Marketing Executives will relocate from offices in Danville, Ill., to the Reston, Va., building.

According to an announcement by outgoing INAME President Leo L. Kubiet, an increase in the association's membership services has dictated the need for additional space and office staff, but its Danville building and land do not "offer the possibility of suitable expansion."

Kubiet, advertising director for the St. Petersburg Times and Evening Independent, said the move "puts INAME right in the center of newspaper business activities, enhances the association's visibility and prestige, and will provide us ample space for future growth."

He said the transfer will be made in August or September following the INAME summer sales conference. The INAME "staff nucleus" has agreed to relocate, he said. The association has 10 full-time employees.

At The Newspaper Center, construction will begin immediately to convert what is now unfinished space into offices, said Thomas C. Fichter, ANPA senior vice president and deputy general manager. The area to be occupied is between the original structure and the new, $6-million addition that was dedicated in December [presstime, Jan. 1984, p. 56].

The Association of Newspaper Classified Advertising Managers, whose offices also are in Danville but not in the same building as INAME, has been studying the feasibility of moving to The Newspaper Center. Its Long Range Planning Committee was scheduled to report on findings and possibly make a recommendation at the Jan. 27 midwinter meeting of the ANCAM Board of Directors. ANCAM has one part-time and two-full time employees.

Besides housing all ANPA, ANPA Foundation and ANPA Credit Bureau Inc. functions, The Newspaper Center is home for the American Society of Newspaper Editors, the Institute of Newspaper Controllers and Finance Officers, the International Circulation Managers Association, the International Newspaper Promotion Association, the Japan Newspaper Publishers Association, the Newspaper Personnel Relations Association, the Society of Newspaper Design and the World Press Freedom Committee. □

Liberal arts tradition backed at J-education 'summit'

BY TIM TALEVICH

The question of "When will justice come to Athens?" is seemingly more characteristic of a discussion among Greek philosophers than among 22 of America's journalism and mass communications education experts. Yet that phrase, and the notions it represents, was a predominant topic in a "national summit" on the future of journalism education Jan. 12-13 in Eugene, Ore.

The participants, including both educators and journalism professionals, were invited to Eugene by Everette Dennis, dean of the University of Oregon School of Journalism and president of the Association for Education in Journalism and Mass Communication, as part of his two-year program to develop a strategic plan for journalism and communications education.

Information from the summit will become part of Dennis' final report on the future of mass communications education, scheduled to be completed in mid-March. The project is supported by a $64,900 grant from the Gannett Foundation and by a $16,000 grant from the Northwest Area Foundation.

Talevich is a reporter for the Journal-American in Bellevue, Wash., and a magazine free-lance writer.

Participants in the Eugene meeting did more to spotlight the immense number of challenges journalism education faces than to draw a conceptual road map for education in a time of radical change in the communications industry. But among the diversity of topics discussed—and generally reaffirmed—was the importance of retaining a strong liberal arts tradition in mass-communications education.

Also agreed upon was the notion that journalism educators should assume a greater role in today's society that places heavy emphasis on information.

As Athens fades farther into the past in an age of computer, satellite and cable-TV technologies, the need for a critical journalist increases, several educators indicated.

James Carey, dean of the College of Communications at the University of Illinois, said communications students should develop a broad view of their craft beyond skills training.

"When a certain skill is divorced from any other of the larger purposes that are presumably what we are tying to cultivate in this civilization, there is a real danger," Carey argued. He said that universities should pare away "credit inflation" in liberal-arts curricula and that students should be more like Greek philosophers, raising questions about society and about what man could become.

"The journalist of today must have a broad grounding, and he gets that in the college of liberal arts," echoed Claude Sitton, vice president and editor of The News and Observer in Raleigh, N.C.

Sitton said mass communications students should take humanities, business, biology and other courses to become exposed to the subjects they someday may write about. He argued against erosion of the "25:75" ratio, which means that roughly 75 percent of a journalism student's class load should be courses in the liberal arts and sciences.

However, concern was voiced over how students with strong liberal arts backgrounds would be accepted by journalism's professional community, overall, most of whose members might choose good writers over philosophers. "I want to see my (current) students 10 years from now, continuing to be thoughtful communicators," said Mary Ann Yodelis-Smith, associate vice chancellor and journalism professor at the University of Wisconsin. But some professionals, unlike Sitton, "might not agree on that kind of curriculum," she added.

Several educators and professional journalists did agree that journalism programs should assume a more important role within the university. A major force shaping society today is the obtaining and disseminating of information, and the

Kevin Clark, Eugene Register-Guard

Members of the task force on the future of journalism and mass communications education convene in Eugene to discuss the issues facing education in a society that places much importance on information. David Sibbet, a group graphics expert from San Francisco, charts the discussion for the task force.

journalism program is best equipped to educate students in an "information society," they said.

Task force members deemed the topic important enough to draw up a carefully worded set of statements reflecting mass communications' importance in today's university and society.

The statement reads: "Journalism and mass communications are central to the functioning of contemporary society. Therefore, understanding them must be central to the mission of the university.

"The journalism and mass communications unit must be the principal locus for the university's teaching, research and service activities in this field because those schools have the strongest and most comprehensive traditions.

"The journalism and mass communications unit should have a place in the structure of the university that assures a strong voice in selection of faculty and students and decisions about the faculty and curriculum."

Oregon's Dennis said research has indicated that journalism departments grew from small programs in the 1950s to crowded, competitive units in the 1970s. But while enrollments grew and communications programs generated revenues for the university, those programs have been given little priority in budget allocations. Also, the deans and leaders of communications programs traditionally have had little voice or esteem in the university hierarchy, he noted.

The result is that journalism administrators have not been able to control their curricula or the students coming into the program, Dennis said. He also said that journalism educators must convey the importance of their programs to others within the university.

Aided by group-graphics expert David Sibbet of San Francisco, who facilitated the discussion by highlighting key arguments on large posters in front of the group, participants touched on a number of issues affecting the future of journalism education:

• *Curriculum: Craft or concept?* Educators have long grappled over the question of how much emphasis should be placed on skills training and how much should be placed on concepts and theory and management.

Advocating the need for a program emphasizing hands-on experience was Ralph Lowenstein, dean of the College of Journalism and Communications at the University of Florida. That school, which has traditionally been a leader in teaching technology, has "a dream of being ahead of the industry—not behind, as usual—and perhaps even lead industry into new areas," he said.

However, several educators responded that they wanted students who can change the system, not just push the proper buttons.

Sharon Murphy, associate professor in the School of Journalism at Southern Illinois University, said a technically oriented curriculum is too concerned with the "laying on of techniques" and not concerned enough with teaching students how to learn.

"We need people who can stretch the media, stretch the ideas of the profession," Murphy said. "By graduating those who are only ready for their first job, we're cheating ourselves."

The problem with selecting an effective curriculum has been compounded during the past several years by the fact that most educators have not had time for reflection, Dennis said. Consequently, there has not been enough time for reform or for educators to think about what they're doing in an age marked by rapid industry changes.

• *The relationship between academia and professionals.* How the ivory tower should relate to the "green eyeshade" has been debated since the inception of mass-communications programs.

At the Eugene meeting, the debate arose in response to a report by Richard Cole, dean of the School of Journalism at the University of North Carolina, who said his school benefits from the $1.5-million endowment established by area newspapers.

Cole said the relationship still gives journalism students and faculty the freedom to examine and criticize the industry's performance, but other educators questioned whether such criticism would be possible. Who would bite the hand that feeds? they asked. Cole responded that the school and the newspapers bite each other all the time, but it was suggested by his critics that the "bite was not a very hard one."

• *Who should teach?* Students entering journalism and mass communications programs have often found that the experienced practioner on the faculty lacks knowledge of theory and perspective, while the scholar lacks advice that comes only from experience. The best teacher is one who combines theory and practice in the classroom, several educators said.

Richard Gray, dean of the School of Journalism at Indiana University, compared the teacher who has failed to learn theory to a musician who learned to play by ear. Such musicians are good, but those versed in theory are usually better, Gray said. □

Foundation to give grants for educators to attend seminars

ANPA Foundation this year will make available 10 grants of $300 each to help journalism educators attend ANPA-sponsored seminars.

The grants were recommended by the Cooperative Committee on Journalism Education, composed of representatives of the Foundation and of the Association for Education in Journalism and Mass Communication.

According to Judith D. Hines, the Foundation's vice president and director, the committee discussed the possibility of seeking a special Foundation seminar for journalism eduators.

But it concluded that the educators would get more information and better exposure to the current concerns of newspaper professionals by joining them at their seminars, she said.

The grants may be applied toward any of the more than two dozen seminars ANPA has scheduled for the remainder of the year. The seminars address such topics as marketing, personnel practices, newsroom leadership, promotion and a variety of production areas. Registration fees range from $250 to $1,900.

Only one educator from a school may receive a grant. Applications must be accompanied by an endorsement by the chairman of the department or school. For more information, contact Hines at The Newspaper Center. □

Education conference Feb. 19-20 in Reston

ANPA Foundation will host the Conference for Professional Support of Journalism Education Feb. 19-20 at The Newspaper Center. The annual event provides representatives of journalism organizations with a forum to discuss journalism education.

Among the speakers will be University of Illinois communications dean James W. Carey, chairman of a committee revising journalism accrediting standards. □

J-school enrollment unchanged; interest in advertising grows

Enrollments in U.S. collegiate journalism programs are holding steady, according to Professor Paul V. Peterson of the Ohio State University School of Journalism.

Peterson, who conducts an enrollment study annually for the Association for Education in Journalism and Mass Communication, found that enrollments declined a "statistically insignificant" 0.2 percent in the 1983-84 academic year from year-earlier levels.

He based that conclusion on a comparison of enrollments at larger journalism schools—those with at least 500 majors—which have participated in his survey for three years.

In all, 201 schools responded to Peterson's latest survey. They reported a total of 86,531 journalism majors. In 1982, 216 schools responded and reported a total of 91,016 majors [presstime, March 1983, p. 24].

Peterson found that the composition of the journalism student body was only slightly changed, with the percentage of women at 58 percent, down less than 1 percent from the previous year, and the percentage of minority students at 8.19 percent, up from 7.5 percent.

Peterson said the number of doctoral students rose "considerably."

The only sequence of study showing an enrollment increase was advertising, he said, with the others—news-editorial, public relations, broadcast news, and radio/television general—declining very slightly.

"Things are pretty much the same as they have been for the past couple of years," according to Peterson.

A separate study on advertising enrollments confirmed Peterson's findings.

Donald G. Hileman, dean of the College of Communications at the University of Tennessee, and Billy I. Ross, chairman of the Department of Mass Communications at Texas Tech University, found that the number of college students majoring in advertising reached an all-time high of 15,892 in 1983. It reflected a 6-percent increase in advertising enrollment over the previous year.

They also said the number of advertising graduates increased last year by 4 percent to 4,942.

Findings were based on information obtained from 86 colleges and universities in 42 states.

Their study is summarized in a 24-page booklet entitled, "Where Shall I Go to College to Study Advertising," available for $1 from Advertising Education Publications, 3429 55th St., Lubbock, Texas 79413. □

NIE conference set March 21-23

The 1984 ANPA Foundation Newspaper in Education conference will be March 21-23 in Denver.

Among topics for discussion will be marketing the newspaper-in-the-classroom concept, using the newspaper to teach reading and English as a second language, observing NIE Week, relating NIE to minimum competency standards for students, and helping high school journalism advisors.

Registration is $260 ($280 after Feb. 25) for employees of newspapers and educational organizations, and $375 for commercial firms that provide NIE materials and services. This covers all materials plus three meals. Accommodations at the conference hotel, the Denver Hilton, are extra.

For more information, contact Pam Clancy of the Foundation at The Newspaper Center. □

7 countries to observe NIE Week March 5-9

The second National Newspaper in Education Week will be observed March 5-9. Newspapers in all 50 states and all 10 Canadian provinces, as well as in Belgium, Holland, South Africa, Australia and Hong Kong, will participate.

The project, cosponsored by ANPA Foundation and the International Reading Association, provides an opportunity for newspapers, reading councils, state press associations and school districts to promote reading habits through newspaper use [presstime, April 1983, p. 29].

NIE Week promotion packets have been sent to daily newspapers. Additional sets are available free from the Foundation at The Newspaper Center. NIE curriculum packets are available for $10 each from IRA at 800 Barksdale Road, Newark, Del. 19714.

Foundation publishes two new guides for NIE programs

Several new publications and guides for the Newspaper in Education program have been published by ANPA Foundation.

They are:

- Minimum Competencies Assessment in Reading and The Use of Daily Newspapers to Teach These Competencies, a 33-page guide written by Edward F. DeRoche, dean of the School of Education at the University of San Diego. It explains minimum-competency standards in 32 states and outlines test similarities and differences, as well as which test items can be related to newspaper content. The guide also shows how the newspaper can be used to teach reading. Cost is $2.
- Using the Newspaper in Secondary Social Studies, a 56-page activity guide for use in geography, government, American history and economics courses. Written by John Guenther, chairman of the Social Studies Department at the University of Kansas, the guide includes a camera-ready set of teacher worksheets. Cost is $20.
- NIE Bibliography, listing more than 130 NIE-related publications for teachers and students. It provides information on format, content, grade level, price and distribution source. There is no charge for a single copy; multiple copies cost $1 each.

The materials can be obtained by contacting the Foundation at The Newspaper Center. □

ABC shows circulation at all-time high

Circulation of U.S. daily newspapers grew by nearly a million copies a day in 1983 to a record 63,148,669, an increase of 1.6 percent, according to an annual study by the Audit Bureau of Circulations. The previous high, recorded exactly a decade earlier, was 62,605,401.

ABC counted 1,727 U.S. daily newspapers, a total unchanged from 1982.

As usual, the audit bureau's year-to-year comparisons of the number of U.S. and Canadian daily newspapers differ from that in ANPA's annual report of newspaper starts and stops (see story, p. 51). Its circulation figures also have differed in previous years from those compiled by Editor & Publisher magazine. E&P's figures will be released later in the year.

There are several reasons for the discrepancies, including differences in definitions as to what constitutes a daily newspaper, sources of data and the time period examined.

ABC counted:

- 432 morning papers, an increase of 26 from 1982. Morning circulation was 30,976,627, up by 2,040,032.
- 1,266 evening papers, 23 fewer than the year before. Circulation was 25,777,155, down by 750,616
- 758 Sunday newspapers, an increase of 17 over 1982. Circulation was 56,305,701, up by 288,935.

According to Charles O. Bennett, ABC vice president of communications, an error was found in the 1982 newspaper count. There were nine more daily (evening) and nine more Sunday newspapers in 1982 than had been reported [presstime, Feb. 1983, p. 33]. Circulation totals for 1982 were not affected by this mistake, he said.

As for Canadian daily newspapers, ABC said total circulation fell 1 percent—by 53,061 copies a day—to 5,285,399. □

Advice issued on TEFRA

The Internal Revenue Service still has not issued guidelines on how specific businesses, such as newspapers, are affected by new reporting requirements under the Tax Equity and Fiscal Responsibility Act of 1982.

In the interim, the ANPA Legal Department is forwarding newspapers the advice of private legal counsel that newspapers "appear to be covered" by some provisions of TEFRA [presstime, Dec. 1983, p. 39].

TEFRA's section 312 requires businesses, by Jan. 31, to give a copy of their IRS Form 1099-MISC to "direct sellers" who purchased more than $5,000 worth of consumer products for resale in 1983. Businesses are required to file their copy of the form with the IRS by Feb. 28.

The law also reaffirms a previous requirement for reporting payments by businesses of $600 or more per year for "services."

Pamela Riley, ANPA assistant general counsel, said the Association's private tax counsel in Cleveland has concluded that carriers could come under either the "direct seller" or "services" provisions, depending upon a newspaper's distribution arrangement. The legislation does not require tax withholding.

TEFRA has been the subject of confusion for newspapers since it was passed late in 1982. The section in question was intended to cover door-to-door sellers of household products. It was not clear whether it applied to newspapers. □

Davis named ICMA training director

James C. Davis III, a 33-year circulation veteran of The Washington Post, has joined the International Circulation Managers Association as its first training director.

Davis, 55, is responsible for organizing more ICMA training seminars, developing and maintaining training materials, serving as liaison with other organizations and performing other administrative functions.

He held a variety of circulation positions at the Post, the most recent of which was circulation administrative director. The ICMA fulltime staff now numbers four. □

NAB reports map changes in content

More than six out of 10 daily newspapers have made substantial changes in content since 1979, according to a study by the Newspaper Advertising Bureau.

Most frequently reported were increased coverage of business (45 percent of the papers surveyed) and sports (40 percent). Four times as many papers increased their ratio of local and state coverage to national news as shifted in the opposite direction.

The study concluded that because "innovation is most widespread" among larger papers, the reported content changes actually affected 76 percent of weekday circulation.

Even more pervasive than changes in content were changes in graphics or layout.

Since 1979, seven out of 10 papers representing 79 percent of total daily circulation reported major changes in this area, NAB reported.

The study of weekday editions was based on questionnaires completed by 1,310 daily newspapers representing 77 percent of all U.S. dailies and 90 percent of total circulation.

A separate Sunday/weekend study was based on questionnaires completed by 572 of the 768 Sunday/weekend editions published in the United States

It concluded that for Sunday and other weekend editions, "sectionalization is a basic fact of life."

More than half of the papers surveyed said they carried sections on the following subjects: main news (85 percent), second news sections, which are usually local news (51 percent), comics (84 percent), sports (82 percent), TV section or TV magazine (72 percent), lifestyle or women's news (72 percent), and business/finance (51 percent).

The study also includes an inventory of standing features or columns, useful to advertisers and agencies who position ads aimed at specific types of readers.

The studies were conducted by NAB for the Newspaper Readership Project, a six-year, industry-wide program that formally ended last year.

Copies are available for $2.75 each from the Research Department, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017. □

Strike activity lowest since 1951

Last year tied the 1951 record for the fewest newspaper strikes in North America since ANPA began keeping an annual summary nearly a half-century ago.

There were just three strikes in 1983, involving two dailies and one weekly:

- Members of the International Typographical Union walked out at The Leader-Herald of Gloversville, N.Y., on Nov. 3 over a renewal contract for printers and an initial labor agreement for pressmen. A settlement was reached Nov. 10.
- The Newspaper Guild struck The Toronto Star Oct. 26-30 over a new contract for editorial and commercial employees.
- The Guild struck the weekly New York Amsterdam News on Feb. 1. Agreement on a new contract was reached July 7.

All three papers continued publication and distribution during the strikes.

In 1982 there were but two brief strikes against U.S. dailies. There were, however, six strikes in Canada that year.

Newspaper labor specialists doubt that improved economic conditions will bring an increase in strike activity this year. "I would be surprised if there is a significant increase in strikes in 1984 just because of an improved economy," said Don K. Moeller, director of industrial relations for Copley Newspapers/Illinois.

Two ITU strikes that predate 1983 are still going on. The News of Paterson, N.J., has been struck since Feb. 10, 1981, and The Evening Tribune of Welland, Ontario, since Oct. 6, 1982 [presstime, Dec. 1983, p. 44]. Both papers continue to publish.

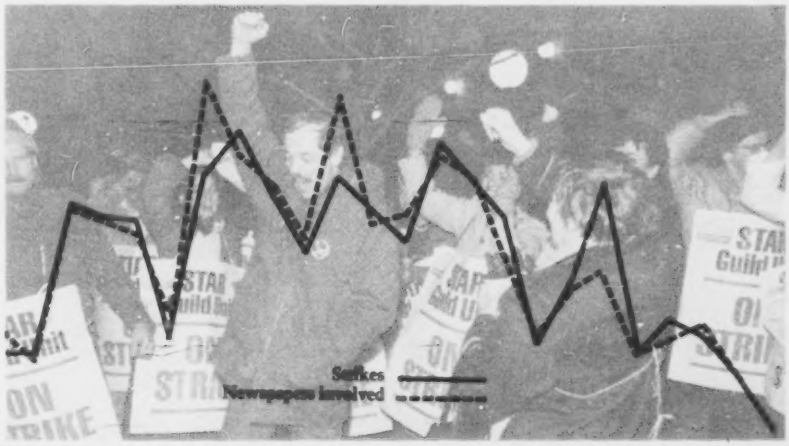
In the Paterson strike, a decision from the National Labor Relations Board is expected soon. An administrative law judge recommended in September 1982 that the board order the newspaper to reinstate the strikers, who are represented by the Newark Typographical Union.

Last Dec. 19, the NLRB issued a statement in response to the ITU local's claim of an unwarranted delay, noting that the case "is extremely complex" and that the board "has been making every effort to render a sound, expeditious decision in this case and will continue to do so."

A third strike that carried into 1983 was settled during the year. It had begun in 1977 against Madison Newspapers Inc., publisher of The Capital Times and the Wisconsin State Journal. A compromise settlement was reached with two ITU locals and a local of the Graphic Communications International Union.

—Clark Newsom

North American newspaper strikes (1960-83)



Alberto Pacheco

ITU's McMichen appeals ruling on election

International Typographical Union President Joe Bingel won the first round in his challenge of the Nov. 16, 1983, election in which First Vice President Robert S. McMichen was the unofficial winner.

Bingel has alleged, among other things, that several local unions violated a provision of the Landrum-Griffin Act that forbids the use of money collected from dues to promote a candidate for union office [presstime, Jan. 1984, p. 50].

At least five locals, including New York Typographical Union No. 6, used their local newspapers to support the McMichen political effort.

The union's five-man international canvassing board accepted the opinion of former U.S. Labor Secretary W. Willard Wirtz that McMichen's supporters had violated the federal law and that another election was necessary.

The board directed that the new election be held "shortly after" March 31. In the interim, Bingel will continue to serve as president.

However, McMichen has appealed the board's decision to the five-member executive council. Observers do not expect that appeal to be successful. Under ITU law, McMichen could ultimately appeal to the 1984 ITU convention Sept. 8-14 in Atlantic City.

The official tablulation of ballots showed McMichen receiving 26,855 and Bingel 21,935.

In related actions, the board Jan. 19 overruled challenges to the election of Robert L. Wartinger and Raymond E. Brown as vice presidents. The board earlier had declared incumbents Vice President Allan J. Heritage and Secretary-Treasurer Thomas W. Kopeck re-elected. McMichen has appealed the election of all the vice presidents to the council, whose members are now Bingel, Brown, Heritage, Kopeck and Wartinger. McMichen is out of office pending his appeals, having been replaced as first vice president by Heritage.

Meanwhile, no date has been set for a special convention that was to have been convened early this year to consider a proposal for an ITU merger with the Teamsters. Bingel and Kopeck did meet with Teamsters President Jackie Presser Jan. 13 in Washington. "The talk was purely financial," Kopeck said later. □

Conference gets positive report on ITU pension plan

The International Typographical Union Negotiated Pension Plan is "in excellent financial condition" and actuarially sound, according to a speaker at the fifth annual ANPA Labor and Personnel Relations Conference.

"In a nutshell," said Roy O. Kopp, vice president and business manager of The Plain Dealer in Cleveland and one of five employer trustees of the plan, "there is no rational basis for concern on the part of any contributing employer to the ITU NPP regarding any contingent liability."

Kopp's remarks came during one of the conference's seven panel discussions that also focused on these other topics: independent contractors, employee benefits cost-containment, the current labor scene, employee appraisals, health and safety issues, and anti-discrimination legislation.

In another area, Mark A. Hutcheson, a Seattle attorney, noted that the labor law issues that develop when a newspaper gets into electronic publishing "are just beginning to emerge." The resolution of such issues may determine the economic feasibility of the enterprise, he said.

A Washington attorney, Lawrence T. Zimmerman, discussed the legal effects on employers of the recent merger of the Graphic Arts International Union and the International Printing and Graphic Communications Union into the Graphic Communications International Union. "In the days to come," he said, "it can be expected that an array of questions will arise as the practical problems stemming from the merger take concrete shape."

Among the other speakers at the Jan. 8-11 conference in Phoenix were Wayne L. Wright, vice president/human resources for Nissan Motor Manufacturing Corp. USA, and George B. Munroe, chairman of Phelps Dodge Corp.

Copies of the presentations by Kopp, Hutcheson, Zimmerman, Wright and Munroe are available from the ANPA Public Affairs Department at The Newspaper Center.

More than 115 executives participated in this year's conference. The 1985 conference will be in Florida during the week of Jan. 6. □

Cleveland attorney John A. Zangerle prepares to answer question from the audience during panel discussion of work place health and safety issues while Robert E. Brophy of Scripps-Howard Newspapers looks on.

Recent contract settlements

Denver Post, Guild: Three-year agreement covering editorial and commercial employees; retroactive to Oct. 1, 1982.

Los Angeles Herald Examiner, GCIU: Three-year plant-wide agreement; retroactive to March 6, 1983.

Philadelphia Inquirer and Daily News, Teamsters: Three-year agreement covering drivers; retroactive to Oct. 1, 1982.

San Jose (Calif.) Mercury and News, Teamsters: Forty-two-month agreement covering drivers; retroactive to Jan. 1, 1983.

(Details in February 1984 ANPA Labor & Personnel Relations Letter.)

Former UPI employees charge discrimination based on age

A group of former management and administrative employees has filed a lawsuit alleging that United Press International engaged in age discrimination a year ago when it dismissed them.

The class-action suit, which seeks reinstatement, back pay and benefits, was filed Jan. 6 with U.S. District Judge Abraham D. Sofaer in the Southern District of New York.

There are 14 named plaintiffs and 42 other people who are members of the class, according to one of their attorneys, John L. Van Horne.

The federal Age Discrimination in Employment Act covers employees between the ages of 40 and 70.

A spokesman for the wire service said the case "has no merit. UPI does not discriminate on the basis of age."

The suit grows out of actions tied to a company reorganization in which a number of positions were eliminated [presstime, March 1983, p. 49]. □

Suit tentatively settled

A class-action lawsuit charging The Detroit News with sex discrimination has been tentatively settled, with the newspaper agreeing to pay $330,000 to the plaintiffs and their attorneys.

The four named plaintiffs in the case represented 90 women who will share in the settlement, which U.S. District Judge Avern Cohn said he will make final on Feb. 13.

Class members include all women employed in non-management positions on the editorial staff since Feb. 29, 1976.

The suit was filed in 1979. □

Newspaper implemented new rules too early, according to NLRB judge

The Eugene (Ore.) Register-Guard violated the Taft-Hartley Act by prematurely implementing some new work conditions, a National Labor Relations Board administrative law judge recently ruled.

According to Judge Jay R. Pollack, the company violated the law by unilaterally imposing the new work conditions before an impasse was reached in bargaining for a new labor agreement with Typographical Union No. 496.

At issue were five posted conditions related to holidays, substitute hiring, substitutes' benefits, and employee vacations and personal leave days.

The newspaper did not appeal Pollack's order to bargain on "all proposed changes in the terms and conditions of employment." Recently, an agreement on a new contract was reached.

The case arose during bargaining for a contract to replace the one that expired Nov. 17, 1982. Pollack noted that the negotiations differed from previous ones at the newspaper because for the first time the company was seeking "rollbacks," or what the union termed "massive takeaways."

According to Pollack, the company sought economic relief from the last bargaining agreement because of a business slump in Eugene. Advertising linage had decreased about 40 percent and circulation had not increased since 1979.

The company posted the new work conditions Jan. 18, 1983. The ITU subsequently filed charges with the NLRB alleging that these new conditions had been imposed without giving the union an adequate opportunity to negotiate.

When negotiations reach an impasse, Pollack noted, an employer is free to implement changes in employment conditions unilaterally, so long as the changes have previously been offered to a union as a bargaining proposal.

Whether a deadlock in bargaining exists is a matter of judgment, he said, but he found that the union's willingness to make some concessions suggested a willingness to make further concessions in order to reach an agreement. "It appears to me that the union was quite candid in conveying (to the company) that if the union could keep its work jurisdiction intact, it would be willing to make concessions in other areas," the judge added.

From the beginning of the negotiations, Pollack said, the company had declared an impasse on an issue-by-issue basis while the union objected to piecemeal deadlocking. He said it was not until the NLRB hearing that the company "refined its position" to say that the impasse on the five particular issues made the prospect of a total agreement a virtual impossibility.

"At the time impasse was declared, meaningful bargaining was continuing," he found.

"In its haste to place in effect cost-saving measures," he said, the company had declared an impasse when one had not yet developed. The company's economic motivation did not "privilege its unlawful unilateral action," he held.

(Guard Publishing Co. and Eugene Typographical Union No. 496, JD-[SF]-267-83) □

NLRB elections

Boise (Idaho) Statesman, IBT: Local 483 of the Teamsters failed to obtain the required majority of votes to represent a bargaining unit of custodial/maintenance employees. The vote was 3-3.

(NLRB Case No. 19-RC-10839)

Gary (Ind.) Post-Tribune, Guild: Advertising department employees voted 33-15 in favor of representation by the Gary Newspaper Guild.

(NLRB Case No. 13-RC-16324)

Houston Chronicle, GCIU: Photoengravers voted 25-23 in favor of continued representation by Local 265 of the Graphic Communications International Union.

(NLRB Case No. 23-RD-531)

Norfolk (Va.) Virginian-Pilot and Ledger-Star, Guild: Editorial department employees voted 105-88 in favor of representation by the Hampton Roads Newspaper Guild.

(NLRB Case No. 5-RC-12107)

Newspaper Guild held entitled to receive evaluation reports

The New York Times should be ordered by the National Labor Relations Board to furnish Local 3 of The Newspaper Guild with certain information requested by the union, Administrative Law Judge Howard Edelman has concluded.

Part of the information concerns copies of job-evaluation reports on a person working as a payroll checker in the general accounting department. The other data are related to the company's involvement in electronic publishing ventures.

It was the second time around for the job-evaluation-reports issue. In 1982, the board found that another NLRB judge had erred in dismissing a complaint against the company, in which the union sought the employee's evaluation reports. The board ordered the new hearing at that time [presstime, Jan. 1983, p. 35]. The charges involving electronic publishing were consolidated with the other case.

Edelman said the union was entitled to the names, job titles, departments and salary groups of all Times employees performing work related to videotex experiments with companies such as CompuServe. He noted that the board has previously upheld unions' requests for information when it "is reasonably necessary in order to administer a collective bargaining agreement and determine whether there are infractions of said agreement."

The union was entitled to the information even if the employees were not in the Guild bargaining unit, he ruled.

(The New York Times Co. and Newspaper Guild of New York, JD-[NY]-124-83) □

Mailroom cleanup assignment affirmed

The NLRB has upheld The New York Times in its assignment of mailroom monitoring and cleanup work to employees represented by Mailers' Union No. 6.

The Newspaper and Mail Deliverers' Union had claimed the work belonged to its members.

The jurisdictional dispute between the two unions arose at the company's Carlstadt, N.J., plant. The board upheld the work assignment on the basis of past practice.

(Newspaper & Mail Deliverers' Union of New York & Vicinity and New York Times Co. et al., 268 NLRB No. 55) □

New Common Market quotas could affect prices here

North American newspaper publishers are watching with interest a tiff involving Canada's newsprint manufacturers and the European Common Market. The outcome could affect newsprint prices in the United States and Canada.

The Common Market, officially the European Economic Community, decided last Dec. 19 to impose new import quotas on duty-free newsprint. The EEC foreign ministers provisionally reduced the amount of newsprint that can be imported duty-free from 1.5-million metric tons a year to 500,000.

In a related action, the EEC on Jan. 1 started giving Scandinavian-produced newsprint (primarily Swedish and Finnish) preferential treatment over newsprint made in other non-EEC countries. The Scandinavian newsprint is treated as an EEC commodity and is not subject to any duties.

Of the 2.7-million metric tons of newsprint the nine Common Market countries import annually, about 2 million tons have been from Scandinavia and about 700,000 tons from Canada.

Thus, the effect of the EEC actions will be to subject at least 200,000 metric tons of Canadian newsprint to a 9-percent tariff, whereas before it was exported duty-free. The tariff could be reduced to 4.9 percent if the Canadians agreed to "waterline" their newsprint—that is, produce it with a certain imperfection, something to which they are adamantly opposed.

While 200,000 tons represents a small portion of the 10-million tons of newsprint the Canadians produce each year, observers say the figure becomes significant when put into the perspective of the world newsprint market: The Canadians have been increasing their production capacity the last five years, but many other countries in the same period have been increasing both their capacity and production. Because of that, the market for Canadian newsprint has been shrinking steadily.

Thus, the Canadian newsprint manufacturers are faced with a situation of having to try to sell a greater amount of newsprint to a smaller market. On top of that, they are simultaneously trying to raise the price of their product.

On March 1, most West Coast producers plan to raise newsprint prices from $468.50 to the $500 level being charged by other Canadian producers. But experts point out that widespread discounting continues throughout the industry, making the actual price of newsprint somewhat lower.

The experts say the prospect of having an additional 200,000 tons of newsprint on the market will at least apply pressure on manufacturers to maintain current prices.

The EEC-related developments occur just when it seemed the Canadian newsprint companies finally might be rebounding from the recession and from heightened competition posed by U.S. mills. —*Paul Kruglinski*

Labor impasse continues

Labor contracts that expired June 30, 1983, still have not been renegotiated between four Canadian newsprint mills and two unions: the Canadian Paperworkers Union, and the Pulp, Paper & Woodworkers of Canada.

Should the standoff continue until April 30, almost nine million metric tons or about 88 percent of the total Canadian newsprint capacity could become vulnerable at that time. That's because a large number of contracts at other mills are scheduled to expire on that date [presstime, Jan. 1984, p. 45].

In the seven-month-old stalemate at four British Columbia mills, the CPU and the PPWC have rejected the industry's proposed three-year contract, and no further meetings were scheduled until the end of January.

The newsprint companies have unanimously agreed to engage in a lock-out unless a settlement is reached. Under Canadian law, companies must give 10 days' notice before implementing a lock-out.

Talks have started between the CPU and Rothesay Paper Ltd., St. John, New Brunswick. The contract for one of the union locals expired Dec. 31, 1983. The contract for the other local expires June 30, 1984.

In the United States, meetings were in progress between the United Paperworkers International Union and two newsprint companies: Augusta Newsprint, Augusta, Ga., and FSC Paper Corp., Alsip, Ill. Meanwhile, talks have started between the UPIU and St. Regis Paper Corp., Sheldon, Texas, where their contract expired Dec. 31. □

NEWSPRINT NOTES

• International Paper Co. said it is **withdrawing from the production of newsprint.** IP's newsprint machines at its Pine Bluff, Ark., mill will be shut down permanently at the end of this month. The annual capacity of these machines was about 170,000 metric tons. Production of other grades of paper will continue at the mill.

The company plans to discontinue production of newsprint at its Mobile, Ala., mill in early 1985. This capacity loss will amount to about 110,000 metric tons a year. Until then, the Mobile mill is expected to supply newsprint to Pine Bluff customers, with the company absorbing the additional freight charges.

IP plans to increase production of white paper used for envelopes and business forms at the Mobile mill [presstime, Dec. 1981, p. 33].

• North Pacific Paper Corp., Southwest Forest Industries, Crown Zellerbach Corp. and Garden State Paper Co. have followed MacMillan Bloedel Ltd. in **raising newsprint prices** to Western U.S. customers by 6.7 percent, effective March 1. Their prices will increase from $468.50 to $500 a metric ton [presstime, Jan. 1984, p. 46]. Garden State Paper will increase its price from $434 to $464 a metric ton on that date. According to sources, North Pacific Paper and Southwest Forest will continue to offer a 5-percent discount to volume customers.

Statistics delayed

Newsprint statistics for December were not available at press time. They will be published in the March issue.

'84 Conference to focus on 'Issues and Answers'

Impact '84—Issues and Answers" will be the theme of the 56th annual ANPA Operations Management Conference & Exposition June 9-13 at the Georgia World Congress Center in Atlanta.

Conference Director Peter P. Romano said "the Conference will address the impact of important issues now facing the newspaper business. We're going to try to provide answers to those issues."

Romano, who is director of technical services for ANPA, said the Conference & Exposition is shaping up as a record breaker. The Association has received reservations from more than 200 manufacturers of newspaper supplies for over 230,000 square feet of exhibit space, an amount that exceeds last year's Las Vegas show by almost 25,000 square feet [pressstime, July 1983, p. 5].

Because of the size of the show, the Exposition will occupy not only the hall where the 1980 show was held, but also two-thirds of an adjoining hall that was recently built.

Romano said he expects attendance to equal or surpass last year's figure of just over 10,500.

ANPA has reserved 5,300 rooms at 12 Atlanta hotels during the Conference & Exposition. The Hyatt Regency Atlanta and the Atlanta Hilton will serve as the co-headquarters hotels. The others are the Atlanta American, Atlanta Marriott, Days Inn, Downtowner Motor Inn, Holiday Inn Downtown, Ladha Downtown Hotel, Omni International, Ritz-Carlton Atlanta, Sheraton Atlanta and the Westin Peachtree Plaza. Shuttle bus service will be provided between the hotels and the Georgia World Congress Center.

Housing forms will be mailed out in early March and will be processed through the Atlanta Convention and Visitors Bureau.

Registration fee will be $25 and covers admission not only to the five-day trade show but also to the three days of program sessions, which also will be at the World Congress Center.

In keeping with the Conference theme, nearly all the sessions will be divided into speakers on the issues side and on the answers side. The tentative schedule, as developed by the Conference & Exposition Arrangements Committee, is as follows:

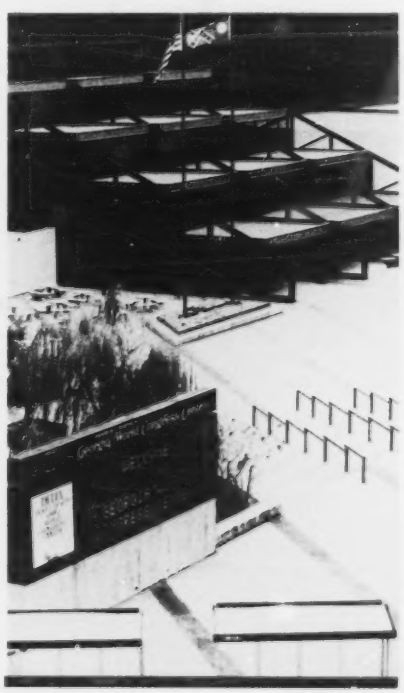
Monday, June 11

In a departure from the past several Conferences, the opening session will continue throughout the morning rather than give way to symposia. Committee members believe the issues the session will address are of such magnitude that an extended program is necessary.

Arrangements Committee Chairman Kenneth C. Bronson, vice president of Stauffer Communications Inc., Topeka, Kan., will chair the opening session, which will include an address by the ANPA chairman and president.

Subsequent sessions on the issues of distribution will address "Where We Stand Now," "The Post Office Point of View," "Marriage Mail" and "The Advertisers' Wants and Needs."

The sessions on the answers to distribution problems will feature "Strategic Packaging and Pricing," "Covering the Market," "Putting Research to Work for You," "Setting Up and Maintaining Subscriber/Non-subscriber Lists," "On-Line Inserting" and "Off-Line Inserting."



Georgia World Congress Center

Tuesday, June 12

A general session chaired by Joseph M. Ungaro of Westchester Rockland Newspapers Inc., White Plains, N.Y., will focus on color and product quality.

The sessions on issues will delve into "Our Color World," "The Agencies' Needs," "An Editor's Perspective," "An Ad Director's Perspective," "A Publisher's Perspective" and "The Production and Operations Perspective."

Three concurrent symposia offering answers to those issues will cover:

- "Color—A Systems Approach," chaired by Norman P. Dusseault, operations manager of the Times Publishing Co., St. Petersburg.
- "Environmental Concerns," chaired by Howard R. Brown, medical director of The New York Times Co. and chairman of the ANPA Environmental Committee.
- "Electronic Publishing," being arranged by the ANPA Telecommunications Committee.

Wednesday, June 13

A general session chaired by Larry Strutton, vice president/operations at the Los Angeles Times, will focus on operational efficiency.

The sessions on issues will highlight "Electronic Systems," "Press Decisions," "Pagination: CPU to Plate/Film," "Personal Computers—Networking" and "Telephone Systems and Communications."

The three concurrent symposia will answer with:

- "Presses," chaired by John Sacchia, national production manager of Hearst Newspapers and chairman of the ANPA Research and Development Committee.
- "Newsrooms," chaired by Thomas W. Jobson, managing editor of the Asbury Park (N.J.) Press.
- "Personal Computers," chaired by Thomas P. O'Donnell, president and publisher of the News and Sun Sentinel Co., Fort Lauderdale, Fla.

Hours

On Saturday and Sunday, the Exposition will be open from 11 a.m. to 6 p.m. On Monday, Tuesday and Wednesday, it will be open from noon until 6 p.m. Conference sessions will be from 9 a.m.-12:30 p.m. Monday, Tuesday and Wednesday. □

Tech committees' plans include seminars on press-mailroom, health and safety

When they met at The Newspaper Center Jan. 10-11, ANPA's technical committees had their work cut out for them and got much of it done.

If fact, Research and Production Committee Chairman John B. Lake, publisher of the Times Publishing Co. in St. Petersburg, called the meetings "the most productive ever."

The committees decided to schedule two seminars this year in Chicago. And they continued work on or evaluted progress of projects since their meetings last September [presstime, Oct. 1983, p. 41]:

• The Operations Management Conference & Exposition Arrangements Committee hammered out a proposed program for the June 9-13 trade show in Atlanta. (See story, p. 46.) The committee also reviewed the procedure for selecting booth locations for future expositions.

• The Technical Services and Training Committee continued its review and critique of the Technical Advisory Service program that will lead to future recommendations to improve and expand the program.

The committee also received a draft of a proposed revision of Reports 10 and 11, the now-outdated publications on advertising reproduction in newspapers.

According to Technical Services Director Peter P. Romano, "The objective of the project is to provide advertising agencies and newspapers with guidelines and procedures for further improving advertising reproduction in newspapers."

The project, a cooperative effort with the American Association of Advertising Agencies and the Newspaper Advertising Bureau, is to be completed by autumn.

• The Research and Development Committee formalized plans for a press and mailroom symposium Oct. 29-Nov. 1 at the Ramada O'Hare. The first half of the symposium will be on press options, and the second will address mailroom innovations and developments.

"The major part of the program," said ANPA Vice President/Technical William D. Rinehart, "will be reports by newspaper executives on practically every change and innovation in press technology—particularly those introduced by suppliers of press option equipment."

The distribution section of the symposium will address zoning, full automation and "marriage mail," and it will include discussions of the kinds of equipment needed in these areas.

Committee members were told that ANPA on Dec. 6 was granted a patent on the nonpetroleum-based ANPAINK™ and that plans are being formalized for testing the ink at a major daily newspaper [presstime, Dec. 1982, p. 40]. Two other patent applications have been filed for improvements in Association-developed letterpress and offset inks.

In a related area, the committee intensified its investigation into color inks and their application to color reproduction.

"The committee members and staff are in close review of the current AdPro™ and AdLitho™ colors," said Rinehart, "and are planning to determine which of those inks will give newspapers maximum quality reproduction." Areas of investigation are color, density and pigmentation.

Rinehart said the committee also will be examining market requirements regarding spot color to ensure maximum acceptability to advertisers.

The committee is recommending that the current ANPA ink books be updated by the first half of 1985.

• The Environmental Committee formalized plans for a fourth Health and Safety Symposium Oct. 11-12 at the Marriott O'Hare.

The committee reported that the Accident Reporting System, which will be used to determine what kinds of accidents are occurring at newspapers, will be implemented this year. Also, a VDT primer, which will be used to educate newspaper employees about various aspects of VDT use, will be published this year.

The committee decided to send out an "environmental alert" to newspapers reminding them that they must be in compliance with federal noise regulations by March 1. (See story, p. 29.) □

Research and Production Committee meets in Goss Conference Room.

Color equipment sales strong

Newspaper interest in quality, color reproduction is translating into some hefty bottom-line dividends for vendors making color-separation equipment. While all manufacturers of equipment for color printing are reporting healthy business, scanner manufacturers appear to be enjoying proportionately higher sales than any of the others.

Crosfield Electronics Inc. says its sales of color scanners and related color equipment are running at 300 to 400 percent above levels of a year ago.

Royal Zenith Corp., which markets the Linotype-Paul color scanner, reports that its sales are up substantially over last year's. "Clearly, newspapers are displaying greater interest in color scanners," a company official reports [presstime, Feb. 1983, p. 40].

HCM Graphic Systems Inc., maker of the Hell scanner, had anticipated improved sales at newspapers—"but not the level of interest that newspapers in the 50,000 to 100,000 (circulation) range have shown," a spokesman said.

That interest has also spilled over into sales of conventional direct-screen separation equipment by companies like Chemco Photoproducts Co. □

Employees of The Asian Wall Street Journal were participants in a special ANPA technical seminar conducted at The Newspaper Center. From left are Grant Schneider, assistant production manager of The Wall Street Journal; ANPA's Elwood Keim; and the Asian Journal's Chan Shun-Leung, Henley Chiu Wing-Cheung and Alvin Au Chun-Hing.

ANPA gets satellite dish

ANPA has a new research and training tool—a satellite receiving dish. The Harris Corp. antenna was installed on the roof of The Newspaper Center and became operational in January.

The Technical Research Department will use the 10-foot-wide dish to perfect facsimile reception, according to Vice President/Technical William D. Rinehart. "It will be used extensively in future research," he said. "For that reason, the dish was selected to provide maximum flexibility."

According to Kathleen Criner, ANPA director/telecommunications affairs, the dish, which is connected to a video monitor in the telecommunications demonstration room, will be used to provide access to new electronic teletext services and will allow the department to develop advanced seminars and training programs.

"It can be re-aimed at all the geo-stationary orbiting satellites that serve North America," Rinehart said. □

Research and Production Committee Chairman John B. Lake of Times Publishing Co., St. Petersburg, and Vice Chairman Walter E. Mattson of The New York Times Co., inspect new dish atop The Newspaper Center.

TECHNOLOGY NOTES

• NAPP Systems (USA) Inc. again will sponsor the "Best in the World" **printing quality competition.**

Entering newspapers must provide NAPP with black and white and/or process color tear sheets printed between April 8-29.

Winners, to be announced during the ANPA Operations Management Conference & Exposition June 9-13 in Atlanta, will receive awards of $500 to $1,000 that NAPP will donate to a designated charity or school.

Newspapers participate in the voting but cannot vote for their own papers.

• The Illinois Press Association is forming a **Compugraphic Users Group**. Although the users group will begin in Illinois, it will not be limited to Illinois newspapers. For further information, call the association in Springfield at (217) 523-5092.

TECHNOLOGY CALENDAR

• The fourth annual **Seybold Seminars**, focusing on interactive page makeup, digital graphics and electronic printers, will be March 5-9 at the Miramar-Sheraton Hotel in Santa Monica, Calif.

• The **Southern Newspaper Publishers Association** will hold its 1984 Production Conference March 11-13 at the Lincoln Radisson Hotel in Dallas.

• **America•East Newspaper Production Conference**, sponsored by the Pennsylvania Newspaper Publishers Association, will be March 28-30 at Hershey Lodge and Convention Center, Hershey, Pa.

• The 1984 Annual Forum of the **Flexographic Technical Association** will be May 8-10 at the Sheraton Hotel in New Orleans. The program will include a special "breakout session" on flexography.

• The 56th Annual **ANPA Operations Management Conference & Exposition** will be June 9-13 at the Georgia World Congress Center in Atlanta.

• The National Newspaper Association will hold its **99th Annual Convention & Trade Show** at the Reno-MGM Grand Hotel on Sept. 26-28 in Reno, Nev.

Rail deregulation takes effect

The U.S. Court of Appeals for the District of Columbia allowed the Interstate Commerce Commission's decision to deregulate most boxcar traffic to take effect Jan. 1. The court denied a request to delay implementation but said it will review the deregulation case after hearing oral arguments, probably at midyear.

Among other things, the ICC decision allows the nation's railroads to raise or lower rates on commodities moving in boxcars—including newsprint—without prior ICC approval. Daily changes in rates are possible. Tariff filing and notice requirements were also eliminated.

The ICC retains jurisdiction in the following areas:

- Car hire and service
- Mandatory interchange of equipment
- Reciprocal switching or joint use of terminal facilities
- Car supply
- Rates for the transportation of recyclable or recycled materials other than iron or steel
- Freight-car pooling agreements

The ICC said the deregulation decision does not relieve rail carriers from their obligations to provide contractual terms for liability and claims. Nor does it change the procedures by which freight-packaging requirements are established and administered, or affect obligations of rail carriers to compute demurrage charges and to establish rules related to those charges.

Several major carriers have sent alerts to their customers advising them of plans for implementation of boxcar deregulation. The Southern Pacific Transportation Co.'s alert indicated it will adopt all tariff rates, rules and provisions that were in effect on the day prior to deregulation. The SP also indicated that it intends to examine other issues, including:

- Differing levels of liability, along with the current full and strict liability
- Modifying the procedure for filing claims. SP says: "For example, there may be a minimum deductible dollar amount per car/per claim and a limited period of time for filing."
- Transportation agreement vs. bill of lading
- Pricing strategies that minimize shipment of empty cars on return trips
- Simplified rate structures.

Newspapers are urged to contact their carriers as to what claims and liability rules apply on newsprint shipments received by rail. Rules may differ because of independent decisions by railroads.

The boxcar exemption was originally due to become effective Nov. 7, 1983 [presstime, Nov. 1983, p. 18], but the ICC delayed it to Jan. 1.

Boxcars owned or leased by railroads with annual revenues under $10 million (short-line and terminal railroads) will not be deregulated until July 1. □

TRANSPORTATION NOTES

- Guilford Transportation Industries Inc. Jan. 6 finalized an agreement with Dereco Inc., a subsidiary of the Norfolk Southern Corp., to **purchase the Delaware & Hudson Railway** for $10 million-plus. Guilford currently owns the Maine Central. Also, the Interstate Commerce Commission and owners of the Boston & Maine have approved transfer of the B&M to Guilford. However, a legal challenge to that deal still is pending [presstime, Jan. 1984, p. 41].

- After the ICC lifted a temporary cease-and-desist order, **consolidation of Southern Pacific Co. and Santa Fe Industries** into a holding company, Santa Fe Southern Pacific Corp., was accomplished in late December.

  It is expected that SFSP will file a formal rail merger application with the ICC this month. The agency will then have 31 months to render a decision [presstime, Jan. 1984, p. 41].

- The U.S. Railway Association reported to Congress that **Conrail operated at a profit** between June 1 and Oct. 31 last year. The report was the second required of USRA under the Northeast Rail Services Act. Because Conrail was found to be profitable, as it also had been last June, the U.S. Department of Transportation must continue to try to sell the railroad intact. Conrail is 85-percent owned by the federal government. Conrail reported record net income of $195.5 million on revenue of $2.3 billion for the first nine months of 1983. The railroad expects to report 1983 earnings of at least $275 million, up from $174.2 million in 1982.

- Both the CSX Corp. (Chessie System and Seaboard Coast Line Railroad) and Norfolk Southern Corp. (Norfolk & Western and Southern railways) are studying **whether to acquire Conrail.** Similar interest was expressed last year by Santa Fe Industries Inc., but its merger with the Southern Pacific Co. put a possible bid for Conrail on hold.

  The only formal offer received by the Department of Transportation to date was from Conrail employees who offered $2 billion in cash and wage concessions [presstime, Sept. 1983, p. 31].

- Authority granted to various railroads to provide **interim service** over lines of the Chicago, Rock Island and Pacific Railroad Co. and of the Chicago, Milwaukee, St. Paul & Pacific Railroad Co. was extended to the end of March by the ICC [presstime, Sept. 1983, p. 31].

- The Association of American Railroads announced continuation of the "Severe Storm Standby Plan," which provides information on severe **weather conditions impairing rail freight traffic.** Railroads experiencing weather-related problems advise the AAR of the weather situation and the trackage, yards, or terminals affected; embargoes or reroutings that may be contemplated or already in effect because of weather conditions; and the estimated duration of such problems. To obtain a report via Western Union, call Telex number 8513 or TWX number 710-988-5956 using the code word "EMBARGO."

- U.S. railways and their unions will soon **begin negotiations** on contracts to replace those expiring June 30. In Canada, rail labor contracts expire Dec. 31.

- The International Longshoremen's Association and **waterfront management** agreed to extend their current contract until midnight Jan. 31. In a related development, the National Maritime Union, representing seamen on U.S.-flag dry cargo ships and tankers, started negotiating with employer organizations Jan. 26 [presstime, Nov. 1983, p. 18].

Jeffrey Gluck insists Globe-Democrat will stay in business

The 131-year-old St. Louis Globe-Democrat—which was scheduled to fold Jan. 1, was rescued, then reported near death again—is still alive and kicking.

A new, 30-year-old publisher plans to take possession of the struggling morning daily Feb. 25.

Jeffrey M. Gluck, the new publisher who last year bought and revived Saturday Review magazine after it folded, said in late January he was negotiating for use of printing plants at three sites in the St. Louis area. "And we're hiring advertising, production and circulation people," he said.

Those functions had been handled for the Globe-Democrat by the St. Louis Post-Dispatch under a joint operating agreement. This publishing arrangement will end the day Newhouse Newspapers sells the paper to Gluck.

"A lot of the old-timers who worked at the Globe-Democrat in the days before the joint operating agreement are coming back," he reported.

According to reports published in the Post-Dispatch, Gluck agreed to pay Newhouse less than $1 million for the paper's name, editorial department, . library, "goodwill" and a limited circulation list.

His purchase cleared a final hurdle Jan. 12 when members of the St. Louis Newspaper Guild approved a modified contract calling for severance pay.

A week earlier, it appeared the deal was doomed when the paper's editorial employees rejected a contract that would have released Newhouse of any responsibility for providing workers with severance pay.

Gluck had withdrawn his purchase offer Jan. 6, prompting St. Louis Mayor Vincent C. Schoemehl Jr. and Missouri Attorney General John Ashcroft to file a court action against the Herald Co., the Newhouse-owned firm that publishes the Globe-Democrat, and the Post-Dispatch. The suit, which sought to keep the morning paper publishing under the JOA, was dropped after the Guild approved the modified contract.

Gluck entered the picture after Newhouse announced the paper would fold Dec. 31, prompting the Justice Department to demand that Newhouse seek potential buyers before proceeding with its plans [presstime, Jan. 1984, p. 55].

Gluck said he plans no sweeping editorial changes. "The paper will look the same after 9 a.m. Feb. 25 as it does now except that we are switching [news services] from AP to UPI."

The Post-Dispatch, meanwhile, continues to plan a switch from afternoon to morning publication, which will place it in direct competition with the Globe-Democrat.

Current plans call for the Post-Dispatch to begin morning publication on Feb. 27, just two days after Gluck assumes control of the Globe-Democrat.

On Jan. 2, the Belleville (Ill.) News-Democrat converted from afternoon to morning publication.

The Alton (Ill.) Telegraph said, however, it will remain an afternoon newspaper, after considering a change.

Both papers are in cities located about 30 miles from St. Louis. □

Imitation not always taken as flattery

USA Today has had to remind another copy-cat publication of the copyright laws. The latest to imitate the familiar design of Gannett Co. Inc.'s national daily is a union publication published on an irregular basis in Massachusetts.

The nameplate of the Bay State Employee, produced by the American Federation of State, County and Municipal Employees Council 93, appears in a blue, rectangular background similar to USA Today's. The union paper uses variations of USA Today's standing heads such as "Laborline" instead of "Newsline," and "Labor snapshots" instead of "USA snapshots." Color photos and graphics also are similar.

John Harvey, editor of the labor publication, said a letter from USA Today has been referred to the union's counsel. □

Resignations mark beginning of Murdoch era at Sun-Times

The Chicago Sun-Times was lurching through an identity crisis after its Jan. 9 takeover by Australian press magnate Rupert Murdoch. The acquisition touched off the resignations of the paper's top four executives and the defection of premier columnist Mike Royko to the rival Chicago Tribune.

Robert E. Page returned to his native Illinois to take over as publisher of the tabloid, which Murdoch purchased for $100 million from Field Enterprises Inc. [presstime, Jan. 1984, p. 55].

Page had been publisher of Murdoch's Boston Herald, where he presided over a 40-percent circulation jump for the tabloid that resembles the flamboyant New York Post, another Murdoch property.

Announced shortly before Page's arrival in Chicago were the resignations of former Sun-Times Publisher James Hoge, Executive Editor Ralph M. Otwell, General Manager Thomas M. Tallarico, and Executive Vice President Robert M. McCormick.

Royko preceded his jump to the Tribune with a series of blasts at Murdoch as a "foreigner" who "publishes frivolous papers."

The Sun-Times tried briefly to block Royko's departure, but gave up and decided not to appeal a judge's ruling that the acerbic, popular columnist had a legal right to resign and move across the street to the Tribune.

Page told a Sun-Times staff meeting that the Pulitzer Prize-winning Royko had been receiving $230,000 a year for his five weekly columns, that he regretted his departure, and that perhaps the new ownership had not properly courted Royko. He also ordered a change in the newspaper's headline typeface and asked for more "action headlines," although he praised the writing style of the Sun-Times staff during the meeting.

Another defection to the Tribune that did not attract as much public attention as Royko's was that of Sun-Times Associate Editor Lois Wille.

Wille, who won a Pulitzer Prize in 1963 for a series for the Chicago Daily News on birth control services in public health programs, is now assistant editorial page editor of the Tribune. □

Oklahoma City Times, Daily Oklahoman to merge into all-day paper

Oklahoma's largest afternoon newspaper, the Oklahoma City Times, will be merged into The Daily Oklahoman on March 1. The Oklahoman, a statewide morning paper, will be expanded and become an all-day paper on the same date, according to Oklahoma Publishing Co., owner of both papers.

The Times' daily circulation had fallen from 82,517 to 77,862 in the 12-month period ending Sept. 30, 1983, according to the Audit Bureau of Circulations. The Oklahoman, circulation 189,062, recently added news bureaus in Lawton, Tulsa, Enid and McAlester and will continue to expand state news coverage after the merger.

Edward L. Gaylord, publisher of the newspapers, said the company is investing more than $50 million in a satellite production plant in North Oklahoma City to "produce larger and better Daily and Sunday Oklahomans with quality printing and more color on the fastest and most modern presses available." He said the new plant is expected to be operating by the end of the year.

In changes in publication schedules elsewhere:

• The Register (evening, circulation 12,314) of Torrington, Conn., and the Winsted (Conn.) Evening Citizen (5,225), both owned by Pittsfield, Mass.-based Miller Newspapers, were merged Jan. 3 into the Register Citizen.

• The Boston Globe (all-day, 514,817) will discontinue its afternoon editions by the end of March. The three editions had a total circulation of about 43,000, newsstand sales only.

• The Globe and Mail of Toronto (morning, 310,689) will start an afternoon edition in late April.

• The Belleville (Ill.) News-Democrat (40,302) went from afternoon to morning publication Jan. 2.

• The Cape Cod Times (evening, 39,879) of Hyannis, Mass., will change to morning publication on April 23.

Fourteen p.m. papers converted to a.m. in 1983, including five not previously reported in presstime [Sept. 1983, p. 48]: Spencer (Iowa) Daily Reporter (3,385), Sept. 21; The Daily Republic (16,471) of Fairfield, Calif., Sept. 12; Andalusia (Ala.) Star News (5,109) and The Troy (Ala.) Messenger, May 3; and The Advocate (31,062) of Stamford, Conn., Feb. 7. □

16 dailies lost, 2 started in '83

There was a net loss of 14 daily newspapers in North America last year, compared with a net loss of 20* in 1982 [presstime, Feb. 1983, p. 33].

Two new dailies were started in 1983, but 16 others stopped publishing daily. Of those 16, seven suspended outright, six were lost through mergers and three converted to weekly frequency, according to information available to ANPA.

New dailies started were:

• Vacaville (Calif.) Reporter (Oct. 4)

• Huntsville (Texas) News (Aug. 1)

Suspending outright were:

• Lancaster (Calif.) Antelope Valley Ledger-Gazette (June 30)

• Riverside (Calif.) Press-Enterprise (evening edition—Oct. 3)

• Westchester County (N.Y.) Today (Feb. 4)

• Memphis Press-Scimitar (Oct. 31)

• Murfreesboro (Tenn.) Press (July)

• Beaumont (Texas) Journal (July 31)

• New Westminster (British Columbia) Columbian (Nov. 15)

Merging were:

• Macon (Ga.) News (with Macon Telegraph—Sept. 6)

• Terre Haute (Ind.) Tribune (with Terre Haute Star—May 16)

• Lexington (Ky.) Leader (with Lexington Herald—Jan. 1)

• Monroeville (Pa.) Tribune (with Greensburg Tribune-Review—Jan. 2)

• Berwick (Pa.) Enterprise (with Bloomsburg Press—July 1)

• Moncton (New Brunswick) Telegraph (with Moncton Times—Jan. 3)

Converting to weekly were:

• Sylacauga (Ala.) Advance (January)

• Mesquite (Texas) News (April)

• Kamloops (British Columbia) Sentinel (Sept. 4) □

*The Murfreesboro (Tenn.) Press was not included as a new daily in the 1982 report.

Canadian government drops charge against Southam executive

The Canadian government has dropped a charge that a Southam Inc. executive impeded a federal inquiry by destroying documents.

The charge was related to the government's investigation of the 1980 shutdown of Southam's Winnipeg (Manitoba) Tribune and the closing of the Ottawa Journal by Thomson Newspapers Ltd. The two Toronto-based groups were acquitted in December of conspiracy and merger charges brought under the Combines Investigation Act [presstime, Jan. 1984, p. 54].

In addition to the charges brought against the groups, William J. Carradine, senior vice president of Southam, was accused of attempting to "prevent an inquiry" by shredding documents.

The government's counsel said the case could not proceed against Carradine in view of a conclusion of the judge in the Southam-Thomson trial that Carradine's actions "were not incriminating." □

Leaders know way to Tampa Bay

Four national newspaper association presidents should have no problem in getting together to discuss mutual concerns. They are all from the Tampa Bay area, three of them from the same company.

From the Times Publishing Co. of St. Petersburg are:

• Richard E. Riggins, classified advertising manager—president of the Association of Newspaper Classified Advertising Managers

• Sanford H. Stiles, corporate marketing director—president of the International Newspaper Promotion Association

• Jack Vernon, research manager—president of the Newspaper Research Council.

G.W. (Jerry) Wright, director of personnel and industrial relations for The Tampa Tribune, heads the Newspaper Personnel Relations Association.

Also, Leo L. Kubiet, advertising director of the Times Publishing Co., on Feb. 1 ended his term as president of the International Newspaper Advertising and Marketing Executives.

UPI settles differences with Denver Post, Dallas Morning News

The Times Mirror Co. and United Press International have signed a "long-term, multimillion-dollar" contract in which UPI will provide a variety of news, photo and feature services to all seven Times Mirror daily newspapers.

The parties would not specify the dollar amount or term of the contract. However, UPI spokesman William K. Adler said it is the "biggest newspaper agreement in our history."

In the past, UPI served all but two of the papers, The Advocate of Stamford, Conn., and Greenwich (Conn.) Time, but a third Times Mirror daily—The Denver Post—had been involved in a dispute with UPI and last year canceled the service prior to expiration of a five-year contract [presstime, April 1983, p. 52].

Under the new contract, service has been restored to the Post and extended to The Advocate and the Time.

Another newspaper that dropped its service in mid-contract, The Dallas Morning News—a competitor of the Times Mirror-owned Dallas Times Herald—also settled its differences with UPI by agreeing to subscribe to UPI "for some portion" of 1984, according to an attorney for the newspaper.

The Morning News' decision to cancel UPI service had prompted UPI to sue the newspaper, seeking a declaratory judgment to enforce the contract. The new agreement was part of an out-of-court settlement of that action, the newspaper's attorney said.

UPI's Adler said the wire service, seeking to reverse a long period of financial loss, still expects to reach a break-even point in the first half of the year [presstime, Sept. 1983, p. 49]. □

Cleveland Press closing probed

The Justice Department has opened an antitrust investigation into the June 1982 closing of The Cleveland Press. The action was announced following an Akron (Ohio) Beacon Journal story reporting that the owner of The Plain Dealer of Cleveland agreed to pay the owner of the Press $14.5 million "in part" to close the paper and in part for its subscription list.

The Press was owned by Cleveland industrialist Joseph E. Cole. The Plain Dealer is in the Newhouse Newspapers group.

The Beacon Journal said it learned of the agreement in Cleveland through Freedom of Information Act requests to the Justice Department and from court records in the $40-million antitrust suit filed by a group of former Press printers who allege that the closing of the paper and the purchase of certain of its assets by The Plain Dealer was part of a conspiracy to deprive them of a guarantee of lifetime employment. U.S District Court Judge Ann Aldrich recently turned down motions to dismiss the suit [presstime, Nov. 1983, p. 46].

The Plain Dealer reported Jan. 21 that the Justice Department was conducting a preliminary investigation to determine if a full investigation was warranted.

An attorney for Newhouse said the purchase of the subscription list was not "an anticompetitive action."

In its Jan. 16 article, the Akron newspaper did not say whether the payment to Cole was actually made. □

Recent acquisitions

Park Communications Inc., Ithaca, N.Y., acquired the Journal-Register, Medina, N.Y., daily circulation 5,005.

The Gloucester County Times Co. acquired the Gloucester (N.J.) County Times, Woodbury, N.J., daily circulation 28,324 from Harte-Hanks Communications Inc., San Antonio. □

Another donor

The Inland Newspaper Machinery Corp. was inadvertently omitted from the list of vendors that have donated equipment and services to ANPA. The list appeared on page 11 of last December's presstime. Inland donated the Litho-Mix Jr., a fountain solution mixer and circulator that will be used on the Association's new M.A.N.-Roland Uniman 4/2 offset press. □

Equipment for sale

The following Pertec Disk Drive equipment, as removed from an ECRM 7600 system, is available in lot or piecemeal: four D3400 Pertec drives (front load), three Pertec formatters, 17 disk packs, one CE alignment pack, one Pertec disk exerciser and one Pertec emergency unload monitor. Make offer. Contact Garth Anderson, Fairbanks Daily News-Miner, P.O. Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

Cheshire model 523 addressing machine, complete with four-up label head and 12-foot conveyor. May see in operation. $13,500 or best offer. Contact Ken Harmon, Columbia Daily Tribune, Box 798, Columbia, Mo. 65205; (314) 449-3811.

Equipment wanted

There is an urgent need to improve printing facilities of two Caribbean publications, which will pay for crating and shipping:

- The Vincentian, St. Vincent—Any equipment that will set advertisements up to 24-point or larger.
- The New Chronicle, Dominica—An offset press, preferably a Heidelberg Kord 62, 18"x24½", with spare parts and tools. Any press of this type will be appreciated. Compugraphic or other typesetting equipment.

Equipment donations to the World Press Freedom Committee qualify as tax deductions under the Internal Revenue Code. For further information contact George Beebe, vice chairman-projects, WPFC, c/o The Miami Herald, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

The following equipment is wanted by the Department of Mass Communication at University of Liberia: Heidelberg offset press (18"x25¼"), flip-top plate maker, cutting machine, double-head stapling machine, NuArc Process Camera (14"x18"), film processing sink, film dryer, plate processing sink, headliner, Compugraphic composing machine, film storage cabinets, light table and artist's drawing board. Newspapers wishing to contribute one or more pieces of such equipment should contact T. Nelson Williams, chairman, Department of Mass Communication, University of Liberia, Monrovia, Liberia, West Africa.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Canadian leaders, Iacocca headline list for Convention

Prime Minister Pierre Trudeau, other Canadian dignitaries, Chrysler Corp. Board Chairman Lee A. Iacocca and a former U.S. cabinet member are expected to speak during the 98th Annual ANPA Convention in Montreal April 30-May 2.

The Convention, at the Montreal Convention Centre, will be the Association's first outside the United States. Registration and hotel information has been mailed to ANPA-member newspapers. Registration fee is $120 for members and $60 for spouses and guests. The fee for non-members is $300.

Canadian political figures expected to join Trudeau in headlining the event are Brian Mulroney, leader of Canada's Progressive Conservative Party; René Lévesque, prime minister of Quebec; and Jean Drapeau, mayor of Montreal.

Jacques-G. Francoeur, president of Uni-Media Inc. and chairman of the ANPA Convention Arrangements Committee, noted that all but one of the scheduled Canadian speakers have a connection with the media.

Trudeau founded a monthly political magazine, Mulroney was a labor lawyer for several newspapers and Lévesque was a war correspondent during World War II. Only Drapeau has no press connection, although, according to Francoeur, the mayor has joked that he would like to become a political writer when he ends his political career.

The Canadian political figures and former U.S. Commerce Secretary Peter G. Peterson are scheduled to speak at ANPA functions, while Chrysler Chairman Iacocca will address the annual Associated Press luncheon held during the Convention week. The speaker for the United Press International luncheon has not been announced.

As for the "nuts and bolts newspapering" portion of the three-day program, 15 "clinics" are scheduled, and for the first time the specialty newspaper organizations have been given some responsibility for organizing most of them.

Clinic topics and the associations helping to develop them are freedom of information/news, American Society of Newspaper Editors; circulation, International Circulation Managers Association; promotion, International Newspaper Promotion Association; classified advertising, Association of Newspaper Classified Advertising Managers; cost control, Institute of Newspaper Controllers and Finance Officers; shopping malls/advertising, International Newspaper Advertising and Marketing Executives; telemarketing, Newspaper Advertising Bureau; and competition, NAB.

Other clinic topics are "Cases We've Won/Lost (Sexual Harassment, Age Discrimination, Equal Pay, etc.)," labor trends, stress and newspapering, libel and privacy, telecommunications, TMC/marriage mail, and "The Creative Brain."

The ANPA business meeting will include election of new officers and four new directors.

Entertainment at the annual dinner-dance will be provided by the Noel Talarico Big Band Ensemble, a Canadian orchestra.

Family-oriented events will include a reception hosted by six Canadian newspaper companies that will feature the Royal Canadian Mounted Police "Musical Ride," a fashion show of Canadian furs, and music by Les Voltigeurs de Quebec, a Canadian armed forces regimental band. The Boys' Choir from St. Joseph Shrine in Montreal also will perform during the Convention.

Several optional tours of the world's second-largest French-speaking city and surrounding area have been scheduled.

On the weekend prior to the opening of the Convention, a tour of Montreal and a trip to a maple syrup taffy pull have been arranged.

During the Convention, a bus tour of Montreal and a walking tour of Old Montreal will be conducted.

And after the Convention, a two-day tour of Quebec City will be available. □

New member

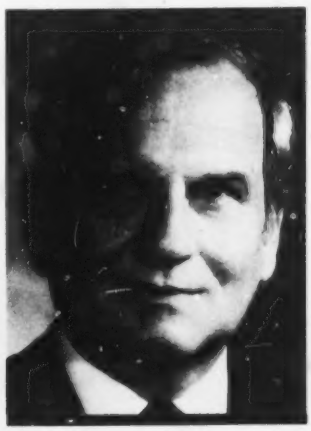
McLEAN COUNTY INDEPENDENT

BHG Inc., Garrison, N.D., also publisher of the Beulah Beacon and the Hazen Star (combined circulation 9,587). Donald C. Gackle, publisher.

Pierre Trudeau

Brian Mulroney

René Lévesque



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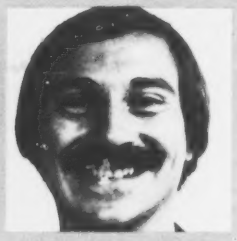

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Quenzer/Stites
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Speeches

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Dissatisfaction Between the American Public and the Press
Robert C. Maynard, editor and publisher, The Oakland Tribune. Sixth annual Frank E. Gannett Lecture, Washington, D.C., Dec. 7.

End the Restrictions on Lottery Advertising
John F. McMaster, publisher, The Public Spirit, Ayer, Mass. Subcommittee on Criminal Law of the Senate Judiciary Committee, Washington, D.C., Nov. 16.

The Reagan Press Policy: Keeping Them in the Dark
Jack Nelson, Washington bureau chief, Los Angeles Times. Society of Professional Journalists, Sigma Delta Chi, Los Angeles, Dec. 16.

The State of the First Amendment
Thomas I. Emerson, professor emeritus, Yale University. Catholic University First Amendment Defender Award presentation, Washington, D.C., Dec. 2. (Or see February 1984 Communications Lawyer, published by the American Bar Association.)

Can a Free Press Survive in the "New World Information Order?"
Leonard H. Marks, secretary-treasurer, World Press Freedom Committee, and former director, U.S. Information Agency. International Advertising Association, New York City, Dec. 14.

From the Southern Newspaper Publishers Association annual convention, Boca Raton, Fla., Nov. 13-16:

What Do We Do Next in the Newspaper Business?
James K. Batten, president, Knight-Ridder Newspapers Inc., Miami; W. E. Chilton III, president and publisher, Charleston (W.Va.) Gazette; Walter E. Mattson, president, The New York Times Co.; John Morton, newspaper analyst, Lynch, Jones & Ryan, Washington, D.C.

From the Institute of Newspaper Controllers and Finance Officers annual conference, Denver, Oct. 16-19:

Standardization of Newspaper Formats: A Worthy Industry Goal with Dividends for All
Leo L. Kubiet, advertising director, St. Petersburg Times and Evening Independent, and president, International Newspaper Advertising and Marketing Executives.

Cable Television Business Opportunities for Newspapers
Philip E. Blake, controller, assistant secretary and treasurer, Madison (Wis.) Newspapers Inc.

Newspaper Telephone System Planning
Dennis Washburn, director of purchasing, The Courier-Journal and The Louisville Times.

Wellness Programs as a Means of Controlling Escalating Health Care Costs
David Draycott, business manager, Calgary (Alberta) Herald.

Low-Power Television
Kathleen Criner, ANPA director/telecommunications affairs.

John F. McMaster

Jack Nelson

Thomas I. Emerson

W. E. Chilton III

ANPA Calendar

FEBRUARY

ANPA newspaper cable managers meeting
Key Bridge Marriott, Arlington, Va., Feb. 6-7

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Don CeSar Hotel, St. Petersburg, Feb. 9-10

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Sheraton International Conference Center, Reston, Va., Feb. 12-17

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., Feb. 13-17

ANPA/Newspaper Personnel Relations Practices, Procedures and Policies Seminar
Westin Hotel, Chicago, Feb. 19-22

ANPA Foundation Conference for Professional Support of Journalism Education
The Newspaper Center, Reston, Va., Feb. 20

ANPA Postal Committee meeting
Sheraton Carlton, Washington, D.C., Feb. 22-23

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Feb. 27-March 2

MARCH

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 6-7

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, March 11-14

ANPA Readership and Marketing Committee meeting
Washington Marriott, Washington, D.C., March 12

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., March 12-16

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Chicago Marriott, March 19-21

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., March 20

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 20-22

ANPA Foundation Newspaper in Education Program Development Conference
Denver Hilton, March 21-23

ANPA/INPA Strategic Planning Seminar
Conference Center, Hidden Valley, Pa., March 25-29

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., March 26-30

APRIL

ANPA Training Committee meeting
Hyatt Regency, Long Beach, Calif., April 5

ANPA/International Circulation Managers Association/NPRA Managing People in the Circulation Department Seminar
Dallas, April 9-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., April 9-13

ANPA/ABA Task Force meeting
Washington, D.C., April 11-12

ANPA Press/Bar Relations Committee meeting
Washington, D.C., April 11-12

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation Board of Trustees meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Bonaventure Hotel, Montreal, April 28

ANPA Annual Convention
Montreal Convention Centre, April 30-May 2

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., April 30-May 4

Jeanne Good
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014